

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

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Career

Кар'єра

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У навчально-методичному посібнику подано текстовий матеріал за професійною тематикою та систему вправ для контролю та самоконтролю студентів. Цей матеріал відповідає напрямку підготовки студентів і допомагає формувати їх англомовні комунікативні вміння.

Призначено для аудиторної та самостійної роботи студентів IV курсу факультету бізнесу та фінансів.

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ВСТУП

Навчально-методичний посібник призначено для самостійної та аудиторної роботи студентів IV курсу факультету бізнесу та фінансів очної форми навчання. Виклад спрямовано на оволодіння необхідним граматичним, лексичним матеріалом з англійської мови за темою «Кар'єра».

Робота складається з двох модулів (Module), в яких вивчаються правила планування кар'єри, способи пошуку роботи, схеми розробки персонального плану кар'єри, правила написання резюме та іншої ділової документації (Module I), а також правила проходження співбесіди з потенційним роботодавцем та основні питання, правила етикету та дрес-коду на співбесіді (Module II). З метою найкращого опанування лексичним матеріалом пропонуються тестові завдання до кожного модулю та англо-український словник.

Навчально-методичний посібник повинен сприяти свідомому та глибокому засвоєнню матеріалу з англійської мови, використанню його у майбутній професійній діяльності.

При написанні роботи було використано такі матеріали:

Eastwood, John. Oxford Practice Grammar. – Oxford: OUP, 2006; Collins Cobuild English Guides. – Birmintham: Harper Collins Publishers, 2003; Longman Exams Dictionary, – Harlow: Longman, 2006; Swan, Michael. Practical English Usage. – Oxford: OUP, 2005; Collins Cobuild English Usage. – Birmintham: Harper Collins Publishers, 2002; Business English Course: Бизнес-курс английского языка. – К.: А.С.К., 2005. – 448 с. – Англ., рус.

MODULE I

CAREER. PLANNING AND JOB-SEEKING

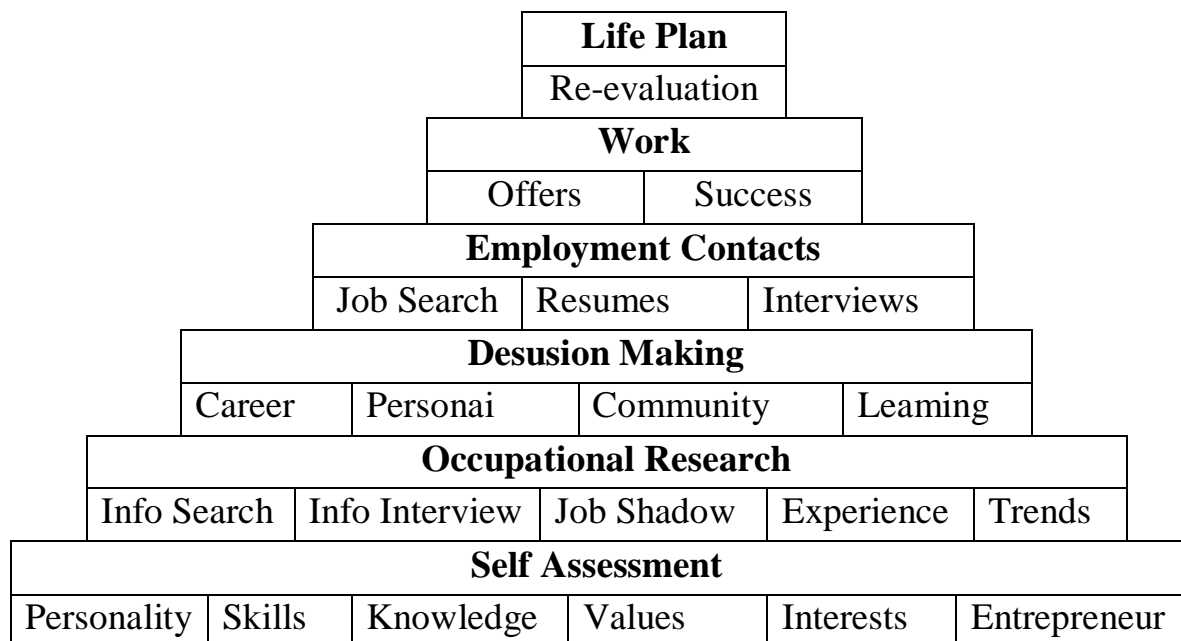
DEVELOPING A PERSONAL CAREER PLAN

Task 1. *Explain the meaning of the words in bold type. Agree or disagree with the statements, share your opinion with the group mates.*

1. **Work** can be more than just a **job**. Your work can become a **career**.
2. One would rather have a **career** than just a **series of jobs**.

CAREER PLANNING

Career planning is a lifelong process, which includes choosing an occupation, getting a job, growing in that job, possibly changing careers, and eventually retiring. A career plan helps you determine your skills and interests, what career best suits your talents, and what skills and training you need for your chosen career. By developing a career plan, you can focus on what you want to do and how to get there. And when you are ready to develop your resume/CV, you will have a better understanding of your skills and experiences to discuss with potential employers.



Self-Assessment

The first step begins with understanding yourself. A number of areas of self-knowledge are very important in laying a foundation for a career plan.

Personality and Attitudes

You first need to understand your own personality (e.g., outgoing or shy, passive or aggressive, thoughtful or emotional). In addition, you need to be clear about your own attitudes toward life and work. For example, a positive attitude about work defines who you are and may turn you toward a career that provides the opportunity to engage in a driving passion but would not interest someone for whom work is simply a necessary evil to provide income and stability.

Skills and Achievements

One of the most helpful tasks you can undertake to understand yourself is to create an exhaustive and objective list of your skills. Next, inventory your achievements. In both cases, even the smallest achievements or most minor skills may be important in helping you understand what you can do and what you might like to do.

Knowledge and Learning Style

This requires a critical look at what you have learned in life – whether academic or practical knowledge gained from your work or other elements within your life. Beyond that, it is important to understand how you learn. For some, the best learning occurs when they interact with other people. For others, the written word provides the information needed to gain a skill or to understand a process.

Values

Most importantly, you should understand what you value most. This requires a rigorously honest evaluation of those things, persons, or experiences that you treasure and that you would give up only with great difficulty.

Interests

Inventory your interests. They should not be limited to personal pleasures outside of your work experience but should include interests from all aspects of your life.

Entrepreneurism

Finally, evaluate how much risk you are willing to take. Those for whom risk poses little or no problem will be able to consider avenues that those who

are more risk averse would never consider entering. This determination is one of the most important in establishing a long-term career path.

Occupational Research

Once you understand yourself, the next step is to investigate what options are available. A successful career plan makes this investigation as comprehensive and exhaustive as possible. Careful attention to each of the elements below can prevent false starts.

Information Search

The Internet provides a spectacular resource to research an almost infinite number of occupational choices. Starting with simple searches on sites such as google.com or about.com, you can collect a rich and diverse background on those careers that attract you most.

Information Interview

Once you have narrowed your research for a specific career, talk to someone involved in that career about its elements, time demands, needed skills, and responsibilities. Such first-hand experience can be invaluable in determining whether the career is truly appropriate for you.

Job Shadow

Another approach, though possibly more difficult to arrange, is to locate someone who will allow you to accompany him or her on the job for a day or two. This job shadowing model can provide a substantially different perspective on a career than what might be gained through simply reading about it or interviewing someone about their experience.

Hands-On Experience

If possible, work at the job – even as a volunteer – to further deepen your understanding of the career and what its rewards and challenges might be. In particular, volunteering at a not-for-profit organization that has a position similar to your career interest may contribute greatly to your ultimate career choice.

Trend

Finally, as an integral part of occupational research, you should understand what the trends are for the careers that interest you. Government statistics and related resources that track the growth or decline for a wide range of careers are a good source of information and are available on the Internet.

Decision Making

After understanding yourself and doing research to understand the type of career that might interest you, make some decisions that may narrow your career choices:

Career Objectives

The first set of decisions focuses on your longer-term career goals. Do you want to eventually become part of management? Or do you prefer to remain in a line or staff position and focus on deeper knowledge in the specialty you have chosen?

Personal Objectives

The next focus is on what you want for your personal life. In addition to possible considerations about a family, do you have other passionate interests that you want to have time to enjoy? Do you enjoy travel and would that element in your career enhance your personal life?

Community Service

The intention to contribute time and talent to volunteer organizations may affect your career choice. For example, if the Special Olympics or Habitat for Humanity are organizations that you respect, you may want to choose a career where those organizations are supported by your employer.

Lifelong Learning

Finally, you need to decide whether you are dedicated to lifelong learning in your career or whether you desire to learn the skills necessary to accomplish your job and then focus on personal interests.

Employment Contacts

If you have done your homework properly, you are ready to move toward your new career. This step, as the others above, should be approached in a structured fashion.

Job Search/Networking

The first and most obvious step is to identify where the jobs actually are. Again, the Internet has numerous sites where job opportunities are listed. This strategy, however, is only one of many. Conscientious and dedicated networking with individuals either working in or related to the target industry or service can be a very fruitful avenue for uncovering specific job opportunities. Most effective is personal contact within an organization that can result in an invitation for an interview.

Resumes and Letters

The resume should provide a clear, straightforward, and honest outline of overall career objectives, past experience, education, and achievements. Often helpful are letters of reference that provide an outside verification of your capabilities, skills, and achievements. The resume and letters of reference need to be customized to the specific organization where you have a good chance of securing an interview – blanket distribution of resumes by e-mail or postal mail is seldom effective.

Job Interviews

The interview is the culmination of the job search process. Each interview should be approached carefully. Research the organization so your comments during the interview are relevant and demonstrate a real interest in the organization. In addition, try to understand in advance what the actual interview process will be.

Work Offers/Acceptance

The job offer and acceptance completes the first major milestone in the career planning process. However, if the job offer does not match your long-term career plan, then seriously evaluate the offer and decide whether it would be better to wait for a job offer that truly provides an initial step along a career path.

Work Success/Failure

Once on the job, the career planning process is not over. Throughout your current job, you must be constantly evaluating your successes and failures in relation to your desired career path. You must use each of these experiences as an opportunity for growth to prepare yourself for the next step along that path.

Life Planning

The final step in career planning links that effort to what you want out of life. It is an unending process. You cannot relax and coast but must continue to be actively moving the plan forward.

Re-Evaluation

In essence, you constantly must be evaluating all of the above steps. As time passes, your career or personal interests may change. If you are not attentive to these changes, you may find yourself continuing along a career path that is no longer fruitful or satisfactory. You need to be constantly alert to opportunities for personal growth and change that may require modification of your career plan.



Task 2. Fill in the blanks with the words or phrases from the list given below.

skills

control

goal

progress

experience

ahead

individual

earn

TIPS

- Plan your career _____ and it will help you to have some _____ over your life.
- Use the _____ from each job you hold for the next job in your career.
- The amount of money you _____ will increase faster because you will not have to start at the bottom with each new job. Your growing experience and _____ will be worth more money to your new employer.
- Constantly learn and grow, make _____ and move persistently to your _____.
- Think positively about your work. One of the best parts of working is that you get to know lots of people; another one is that you accomplish a great deal and do something useful for others. Again, you will also learn and grow as an _____.

Task 3. Compose a brief essay about your prosperous career. Use the following questions as a plan.

1. What sphere of business would you like to work in? Ground your choice.

2. What business profession appeals to you? What education and qualifications are required for it?
3. Give a brief description of main responsibilities of your future occupation in business.
4. Would you like to set your own business? If yes, what should be its profile?
5. Present your essay to the group, share your considerations with your group mates.

Task 4. *Choose the correct noun given below to complete the sentences.*

trip work job progress travel achievement

1. She has got an interesting _____ in publishing company.
2. I have too much _____ to do.
3. The _____ I am doing now is pretty difficult.
4. _____ broadens the mind.
5. Next week I am going on a business _____ .
6. Did you have a good _____ to Geneva?
7. _____ abroad is a necessary part of an expert salesman's _____.
8. The latest _____ of the private business is amazing.
9. We've made _____ in the negotiations but still haven't reached agreement on several points.
10. The company has made substantial _____ during the last three months.

Task 5. *Here are some examples how managers motivate employees. What categories of motivators do they belong to: job enlargement, job enrichment, job rotation or shared values?*

1. Supermarkets combine office staff into a team and let them decide what product lines to stock, how to display them, etc.
2. Changing the employees every two hours for performing different repetitive jobs a day.
3. Developing corporate culture, with which all the staff can identify themselves with the company.

Task 6. *Which of the following factors motivate you in your choice of a job? Classify them in order of importance. Discuss them with your group mates.*

- good administration and good labour relations
- good working conditions
- an adequate wage or salary
- job security
- a challenging, interesting and creative job
- responsibility
- benefits
- authority over others
- promotion prospects or advancement

Task 7. *Comment on the following four points.*

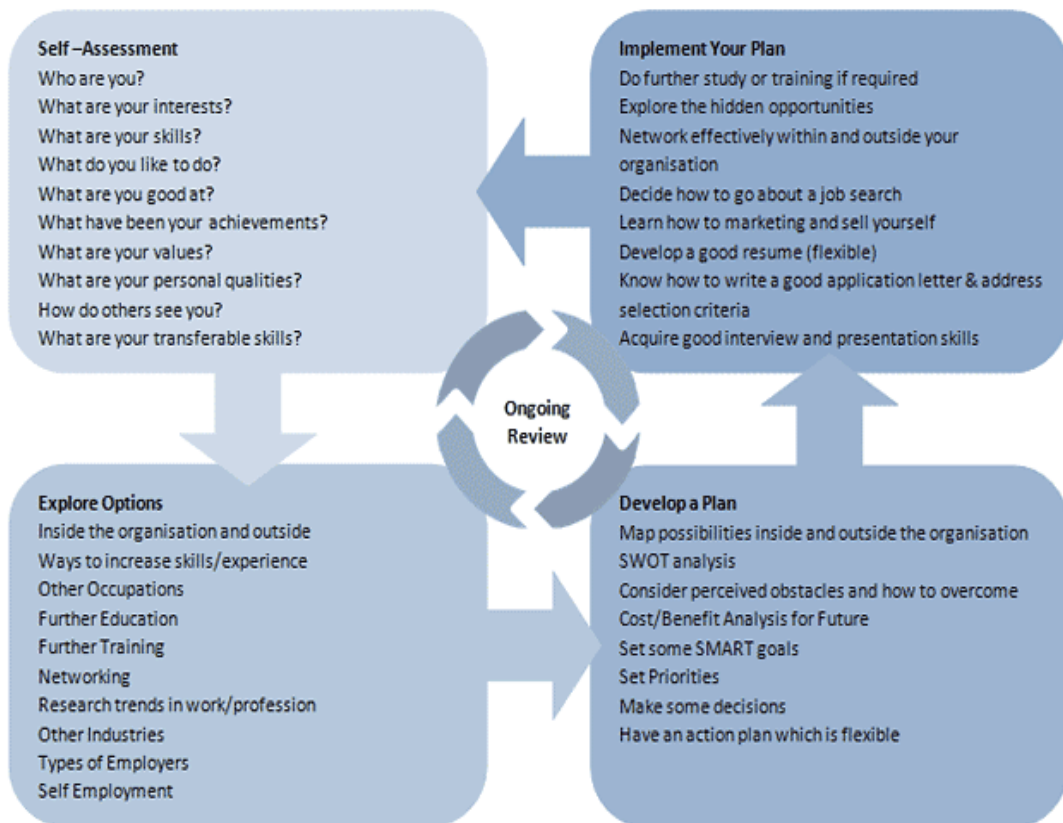
1. A person's occupation can say great deal about him as a person.
2. Occupation is a powerful determinant of social status – the prestige, positive or negative judgment a person has in the eyes of others.
3. Not having an occupation – usually a waged occupation – diminishes a person in the eyes of others.
4. Professional employees value work as a way of life, as unskilled workers define it in material terms and as a separate part of their life.

Task 8. *Match the synonyms.*

- | | | | |
|----|------------------|---|-----------------|
| 1 | character traits | a | friendly |
| 2 | talent | b | dynamic |
| 3 | trained | c | resourceful |
| 4 | reliable | d | flexible |
| 5 | expert | e | tolerant |
| 6 | energetic | f | personality |
| 7 | diplomatic | g | responsible |
| 8 | well-wishing | h | self-evaluation |
| 9 | patient | i | endowment |
| 10 | diligent | j | proficient |
| 11 | ingenious | k | skilled |
| 12 | self-assessment | l | zealous |

Task 9. *In pairs discuss the questions and concerns from the chart below. You may use the following personal qualities.*

interested in people	communicative	polite	patient
sense of humour	enthusiastic	confident	reliable
loyal to the company	ambitious	sincere	honest
pleasant appearance	punctual		



Task 10. *Study the following information and write your own career plan using an example below.*

Get started now:

1. Decide your career goal, which can help you focus more clearly on possibilities available to you.

A career goal can be a specific job you want to do – such as doctor or teacher – or be a particular field you want to work in, such as medicine or education.

Rather than limiting your future, a career goal may help you discover career possibilities you wouldn't have thought of otherwise. There are several job possibilities with any chosen career. For instance, if you choose a medical career, you may want to be a scientist, a nurse, or a doctor.

A career goal can also guide you into doing what you want with your life.

2. Determine what you need to do to prepare for your chosen career. Do you need special training? If so, find out what schools offer the training you need. Also, determine what kind of experience you will need to be successful in the career. Consider an internship as a way to get work experience in the career field.

3. Write your career plan. See a sample for inspiration.

Career Plan Sample

Career goal:

To become a Physical Therapy Assistant (assist physical therapists in providing treatments and procedures)

Requirements:

- Training in vocational schools, related on-the-job experience or an associate's degree. Some require a bachelor's degree
- Excellent communication skills
- Critical Thinking
- Being able to monitor and assess situations
- Time management
- Service oriented
- Learn strategies and procedures quickly and precisely
- Writing skills

Current skills and interests:

- Summer work for ABC Nursing Facility and Rehab
- Volunteer at XYZ Special Learning Center
- Served as class vice-president for 3 years
- High school biology courses-4.0 grade point average
- High school geometry and algebra classes-3.75 grade point average
- High school speech and debate class-3.80 grade point average
- Played basketball/softball throughout junior high/high school

Plan to reach career goal:

- Associates degree: LMN State Technical College
- Work directly with PT at ABC Nursing Facility and Rehab
- Complete two 40-hour observation sessions of physical therapy
- Job experience: continue as a volunteer at XYZ Special Learning Center
- Work directly with PT at ABC Nursing Facility

Task 11. *While answering the questions identify for yourself:*

1. What are you looking for: money, power, prestige, growth potential, other motivators?
2. How important are salary, environment, benefits, and job stability?
3. Do you enjoy working with people, information or things?
4. Is it important to be your own boss?
5. What is your idea of a perfect job, a perfect boss, a perfect colleague?

Task 12. *Answer the questionnaire for a qualified employee in a western company. Put items A, B, C in order of importance. Discuss your answers with the group.*

A. Academic Strengths and Qualifications:

- academic degree
- higher education
- qualification
- foreign languages
- computer literacy

B. Abilities and Skills:

- creativity
- management
- analytical
- composition
- communicative

C. Character Traits:

- reliability
- punctuality

- cooperativeness
- flexibility
- friendliness

Job searching

Job hunting, job seeking, or job searching is the act of looking for employment, due to unemployment or discontent with a current position. The immediate goal of job seeking is usually to obtain a job interview with an employer which may lead to getting hired. The job hunter or seeker typically first looks for job vacancies or employment opportunities.

Steps

1. Locating jobs. Common methods of job hunting are:

- Finding a job through a friend or an extended business network, personal network, or online social network service
- Using an employment website
- Looking through the classifieds in newspapers
- Using a private or public employment agency or recruiter
- Looking on a company's web site for open jobs, typically in its applicant tracking system
- Going to a job fair
- Using professional guidance such as outplacement services that give training in writing a résumé, applying for jobs and how to be successful at interview.

2. Researching the employers

Many job seekers research the employers to which they are applying, and some employers see evidence of this as a positive sign of enthusiasm for the position or the company, or as a mark of thoroughness. Information collected might include open positions, full name, locations, web site, business description, year established, revenues, number of employees, stock price if public, name of chief executive officer, major products or services, major competitors, and strengths and weaknesses.

3. Networking

Contacting as many people as possible is a highly effective way to find a job. It is estimated that 50 % or higher of all jobs are found through networking.

Job recruiters and decision makers are increasingly using online social networking sites to gather information about job applicants. Job seekers need to begin to pay more attention to what employers and recruiters find when they do their pre-interview information gathering about applicants.

4. Preparing for a Telephone Interview

Companies often prefer to conduct telephone (screening) interviews before inviting candidates to their offices for a face-to-face interview. This applies particularly:

- When candidates will have to travel a long way
- When there are large numbers of candidates
- When screening by CV is difficult (when for example, personality is more important than experience or qualification)
- When a large part of the job will involve talking to people on the telephone.

If this telephone interview has been arranged through an agency/recruitment consultant you should know exactly when to call the hiring manager, or when they will call you. In other circumstances, you may have to be prepared to receive a call “out of the blue”.

From the telephone interview, your objectives should be:

- To obtain enough information to decide if you would like to proceed with the interview process
- To give just enough information to answer the hiring manager’s questions and persuade them that you are indeed worth interviewing face-to-face
- To “close” the interview effectively and agree a time, date and place for your face-to-face interview.

Preparation for a telephone interview is as important as preparation before any other form of interview or meeting. The impression you create in the opening moments, and the manner with which you present yourself will determine whether or not you will be successful.

Find out as much as you can about the company and the job description. If your telephone interview has been arranged by a third party, you should receive much of this information from them. But in any case, do your own researches – company websites are one of the best sources of information. Find out about the size and structure of the company, its products and its markets.

Make a note of any questions you would like to ask. Ask about things if they are important to you, especially if your decision whether to proceed depends upon the answers (for example: will I have to relocate? if that is something you don't want to do!). Otherwise, ask broad questions such as "What training will be given?", "What opportunities are there for advancement?" Have these questions written down.

Have a notepad and pen ready, along with your diary.

Have your CV at hand. In all probability the hiring manager will have a copy of it too, so you probably won't be asked to describe your background in detail.

Prepare mentally, or better still in writing, **a very brief "potted history"** to answer the demand "Tell me about yourself." Managers ask this not because they want the information (they already have your CV!), but because they want to listen to you, to find out how communicative you are, and how you sound.

The Call. If you have been asked to call at a specific time, **call at precisely the correct time.** Too early shows over-keenness and may damage your negotiating position later on, or your chances of getting to the next stage. Too late shows lack of interest – excuses won't be tolerated. If you can't get through (manager busy), leave a message with the secretary/receptionist to show that you called at the right time. Ask when the manager is expected to be free, and try again then. Repeat the same procedure until you make contact.

Tone of voice. This is the most important aspect of this form of interview. The detail is of very little importance – the manager has your CV, so they know exactly what you've done, and in all probability wouldn't be talking to you if they weren't essentially interested.

Closing the telephone interview. Part of the purpose of the telephone interview (from the hiring manager's perspective) is to find out how keen you are, and (especially in the case of sales jobs) whether you have natural closing ability.

If your telephone interview has been arranged by an agent/recruitment consultant, telephone them immediately to let them know the outcome. They should be able to find out the answers to the other questions, on your behalf.

Task 13. Match the descriptions (A-F) and their titles (1-6).

1	Be articulate	a	Write down the important points that you want to talk about before you dial the phone.
2	Be attentive	b	Know your purpose for calling and the desired results.
3	Be direct	c	Be able to explain yourself in a concise manner.
4	Be precise	d	Pronounce words clearly and don't speak too quickly.
5	Be prepared	e	Don't do other things at the same time.
6	Be resourceful	f	Don't hang up until you have got all the information required.

Task 14. Complete the table of synonyms with the words in bold.

a purchase
correspondence
to improve
to give

big
to send
so-so
to thank

wrong
to obtain
to inform
want

Formal style

to be grateful
incorrect
to supply

substantial
to forward

satisfactory
require

Informal style

letters
to get better

to tell

a buy
to get

CV AND ITS TYPES

In many cases your CV (Curriculum Vitae) is the first and only thing that potential employers will look at before deciding whether or not they want to see more of you by offering you that all-important interview, and for this reason, it is vital that your CV is well presented and well produced so that it is picked above all the others. To reflect the variety in people and their own experiences in the employment market, there are various CV formats that can be applied to each situation. There are 3 main types of CV that you can use to promote yourself, your skills and attributes, and your experience to a prospective employer and some new recently introduced additional types.

The chronological or performance CV is the most widely recognised and commonly used CV.

It highlights employment history, which should appear near the top of the first page, and lists job titles and companies in reverse chronological order. Your most recent job will appear first and then you work your way backwards.

In this type of CV, it is the name of the company and job titles that are mentioned first and that are the most important. They are often highlighted in bold, along with the date, so that they stand out. Duties and tasks are written underneath.

When to use a chronological CV? The chronological CV is basically used when candidates have an impressive career in one chosen field and have steadily progressed accordingly. It is suitable to use if you want to stay in the same industry but are looking for new opportunities or to be promoted. In this case, as it is the previous employers that are highlighted, just seeing the name of some of the previous companies that you have worked for (of they are well-known) is enough for a potential employer to know that you are highly skilled, hardworking and good at what you do (otherwise you wouldn't have worked there in the first place). This is ideal when employers have hundreds of CVs to read but not enough time to read them all. If you have worked steadily in one or a few jobs but have few achievements, this can be masked with this type of CV.

When not to use a chronological CV? Do not use this type of CV if you want a complete career change or have just left school or university, as this will draw attention to your lack of experience rather than emphasising your skills. If

you have been out of work for prolonged periods, due to whatever reasons, this is not the best format to use either.

Your chronological CV should include (in this order):

1. Name and contact details (address, telephone number, mobile number and email address).
2. Summary of your career as a whole (also known as your profile). This should be approximately 30 words and consist of a short and positive statement of what you have done and can do to help your new employer prosper in his business with the skills that you have.
3. Career history in reverse chronological order. The name of company, job title and dates highlighted on the first line, followed by duties and responsibilities that match the new job underneath.
4. Additional skills and achievements can be added after but is optional. List up to 5 skills and achievements in bullet point form. This will demonstrate how you will add value to the new company.
5. Education and qualifications in reverse chronological order. Include dates, name of the course, name of the educational establishment and the grade obtained.
6. Interests and hobbies if they relate to the post or if they show off other aspects of your personality.
7. References. It will suffice to put AOR (available on request).

Chronological CV Sample

Cindy Evans

3536 Butte Campus Drive
Oroville, CA 95965

(530) 895-2334
evansci@butte.edu

Objective:

Seeking Marketing Manager position with Dragonfly Communications Network.

Experience:

Marketing Representative

Dragonfly Communications Network

July 1999 to Present
Chico, CA

- Powerful statements of your knowledge and abilities
- Ranked by relevance to position you are applying for
- Illustrate the breadth and depth of your knowledge

- Tell the employer what they want to know, list specific accomplishments

Promotions Assistant

May 1995 to June 1999

Butte Enterprise

Chico, CA

- Powerful statements of your knowledge and abilities
- Ranked by relevance to position you are applying for
- Illustrate the breadth and depth of your knowledge
- Tell the employer what they want to know, list specific accomplishments

Marketing Intern

September 1994 to April 1995

Chico Marketing

Chico, CA

- Powerful statements of your knowledge and abilities
- Ranked by relevance to position you are applying for
- Illustrate the breadth and depth of your knowledge
- Tell the employer what they want to know, list specific accomplishments

Education:

Associate of Arts in Business Administration

May 1995

Butte College

Oroville, CA

3.55 Grade Point Average

Coursework

Principles of Marketing

Managerial Accounting

Advertising/Copywriting

Principles of Microeconomics

Introduction to Business

Statistics for Business

Memberships:

President (Member since 1992)

September 1994 to
May 1995

Chapter #123, Students in Free Enterprise

Oroville, CA

- Planned and organized fundraiser that generated \$15,000
- Increased membership by 25 % through marketing campaign
- Conducted bi-weekly business meetings
- Created initial annual budget proposal

Functional (or skill-based) CV focuses on the skills, abilities and professional expertise that you have developed throughout your career history, rather than when and where you acquired them.

When to use a functional CV? The functional CV is useful in a number of circumstances that are outlined below:

1. If you have large gaps in your career history due to illness, bringing up children, etc.
2. If you have frequently changed jobs.
3. If you are fresh out of university or college with little work experience.
4. If you want to highlight the fact that you have an abundance of skills and achievements but are perhaps edging towards the later stage of your working career.
5. If you are contemplating a complete career change where your last position does not hold any relevance to your new post.

This type of CV tends to hide dates or de-emphasise them, and rather focuses on any achievements, skills and abilities that have been acquired over a long period of time. These skills are often referred to as transferable skills, which can be gleaned in work or informal situations, so this is useful for anyone who has not been in a steady work environment and has perhaps been out of work for a long period of time.

Although you may not have been working as such, staying at home and looking after several young children, as well as overseeing the daily running of a busy household demonstrates a whole host of organisational, time-keeping and monetary skills, not to mention other favourable attributes such as patience, ability to work hard and motivation.

When not to use a functional CV? The functional CV is not very useful if you have worked in the same industry all your working career and you want to demonstrate a clear growth in a single profession.

Your functional CV should include (in this order):

1. Personal details such as name and contact details.
2. A brief career objective. This is a short paragraph detailing what position you want, and how your skills can be used to benefit the company that you want to work for.

3. A career summary that contains a compact paragraph of all of your past achievements and contributions and your skills and personal attributes that will entice the reader to employ you.

4. Next, where you would then detail your employment history in a chronological CV, this is replaced by a series of “functional” headings such as “sales”, “management”, “marketing”, “organisation” etc. that are followed with proof of your skills in those departments. Make sure that the headings that you use are relevant to the job that you are applying for.

5. After this section you should include your work experience and educational history but these paragraphs will be featured near the bottom of the page/document with minimal information supplied.

6. At the bottom of the CV you should have a separate heading for references, but the phrase “Available on request” will suffice.

Toni Burns, MBA
6684 Baca Grande Drive
Albuquerque, New Mexico 87101
505-555-1212 / trburns@net.net

QUALIFICATIONS

Business analyst with superior analytical skills applied to contract negotiations, business processes, data collection and management for major health providers, including Health First. Consistently promoted to positions of increased responsibility, advancing three times within a one-year period. Excellent communicator with fluency in English and Spanish. Proven leadership in training employees and conducting formal presentations to all levels of management. Outstanding academic credentials in business, international business, and analytical finance.

SELECTED ACCOMPLISHMENTS

- Completed contracting for 6,000+ providers within 6 months for CHAMPUS contract.
- Improved production 20% through the establishment of department production standards.

- Launched marketing department for the State of New Mexico.

PROFESSIONAL EXPERIENCE

Financial & Business Analysis

- Performed complex analyses for system-wide negotiations, projections, and line-of-business reviews in addition to analysis of population distribution, claims/utilization, and cost.
- Identified, collected, and organized data from multiple sources for input into monthly, quarterly, annual, and ad hoc reports provided to contracting/finance departments and senior management.
- Designed and implemented database applications used in contract rate and risk management analysis as well as the identification and correction of data errors and discrepancies.

Management & Supervision

- Analyzed, interpreted, and resolved claims with authorization for payments up to \$75,000.
- Directed activities of 40 claims analysts at a large project site.
- Interacted daily with enrollment, claims, utilization/quality management, and customer service to resolve provider issues.

EMPLOYMENT HISTORY

HEALTH FIRST, Albuquerque, New Mexico	1997-2003
<i>Manager, Contract Analysis/Senior Financial Analyst</i>	
FEDERAL HEALTH SERVICES, Albuquerque, New Mexico	1994-1997
<i>Manager, Provider Relations</i>	
CROSS HEALTH CARE, Albuquerque, New Mexico	1993-1994
<i>Risk Analyst</i>	
GROUP SERVICES, Albuquerque, New Mexico	1990-1993
<i>Senior Claims Analyst/Project Manager</i>	

EDUCATION

GRADUATE SCHOOL OF BUSINESS, Albuquerque, New Mexico
Master of Business Administration, 1992

NEW WEST UNIVERSITY, Albuquerque, New Mexico

Chrono-Functional (or Mixed/Combination) CV is a combination of the experience-based chronological and the skills-based functional CV. Needless to say, this type of CV contains the best of both formats and jointly focuses on skills and work experience.

The combination CV is longer than the other types of resume, therefore it is important to grab the reader's attention immediately just in case he loses interest and stops reading before he reaches the best part.

When to use a combination CV? This type of CV is used if you have a solid background and performance record within a chosen career but also want to emphasise the skills and attributes that you possess which are required for the new job, particularly if you haven't used these skills for a while. This is best when you have nothing to "hide" and want to emphasise not only your many skills and attributes but also your work experience and career path

When not to use a combination CV? The combination CV is not recommended if you have large gaps in your employment history, if you have changed jobs frequently or if your experience and achievements are limited.

Your combination CV should include (in this order):

1. Your name and contact details. Your name goes on the top line in bold and is followed on the next line by your address. On the third line you write your telephone number, mobile number and your email address.
2. Your career objective. This consists of a few lines detailing the position that you want, how your skills are relevant to this post and how they can be used to benefit the company.
3. A career summary. Here you need to write a few lines summarising your whole career, highlighting your main achievements and responsibilities.
4. A list and description of your main "functional" skills. Be sure that you pick the ones that are most relevant to the position that you are applying for. Include approximately 5 of your best attributes. This will follow the same layout and basis as the functional CV. There will be several "functional" headings that are backed up by proof of your skills (see functional CV). To save space or to really make your skills stand out, this section can be replaced with a simple list consisting of a few words on each line, of your key skills, attributes, major

achievements or specialised fields. This will immediately be brought to the reader's attention by its prominence on the page and compact appearance.

5. A chronological listing of your work experience including names of companies and dates worked. You can also include further evidence of achievements and major skills if necessary.

6. Educational history. Not as important as the other headings and can be added according to how much space is left on the page.

Jennifer Rivers

1543 Central Park Drive - New York, New York 10001

212.555.1212

pro@news.net

Marketing Executive

Product Launches – Overseas Partnerships – Presentations

Accomplished, multilingual Professional consistently recognized for achievement and performance in the fuel industry. Innovative and successful in mining new sales territories and establishing business alliances, including the recent partnership with MJM Oil in Kotea. Proven leader with special capabilities in building teams, strategizing, and implementing workable marketing plans employing television, radio, Internet, and print media. Fluent in English, Korean, Japanese, and French.

Business Skills

Marketing

- Launch gasoline exports in conjunction with new production plan start-up; target overseas markets.
- Initiate sales of ULS, an environmentally-friendly new product launched in the European market.
- Establish joint venture partnerships in Europe and Far East; implement marketing for aviation fuel and asphalt as a value-added commodity.

Market Planning

- Analyze regional import / export economics and the inter regional oil markets.

- Participate in contract negotiations for strategic alliances with major European and Asian concerns.

- Achieved \$25 million in revenue by developing offshore storage programs that fulfilled seasonal market trends in the region.

Product Planning

- Optimize production mode by selecting appropriate refinery; research product specification revisions by country.

- Propose and participate in the Plant Operation Committee, a team effort between production and sales.

Professional Experience

TTR CORPORATION, New York, New York 1993 – Present

Vice President, Overseas Business Division

- Promoted to position in March 1996; selected as one of three employees to attend an MBA course in 2003.

- Named Employee of the Year in 1996 based on professional achievements.

FUEL INDUSTRY OF AMERICA, New York, New York 1989 – 1992

Manager of Marketing

- Provided analysis on fuel industry, drafting report for the White House.

- Awarded the Honor Prize in 1992 based on performance evaluations of oil producers.

Education

UNIVERSITY OF NEW YORK, New York, New York

Bachelor of Arts in Communications, 1988

American CV. The only difference from other resume formats lies in the presentation and content. Usually, American employers want to see only the details that are relevant to the position. Like any other resume intended for different cultures, an American resume format must reflect the work ethics of the country.

For example, emphasis is placed on work performance and progression rather than on education. This is the reason why it is presented in the first section after the objective and career profile. In writing the work history, you must employ a reverse chronological format. Highlight your job title and list the company name and dates. This is followed by detailed account of your main functions in each job. Next, discuss your competencies or skills that have been developed in your years of experience. This shows your flexibility and the range of your capabilities. American employers need to see that you are going to be a valuable asset in their company. Last, discuss your educational background to support all your other entries. Moreover, you may also include your personal information and interests if they will help you boost your resume. Adding preferences specific to your work, such as locations, is also advisable.

Academic CV. These types of CV are most commonly used in postgraduate applications, placing more emphasis on the subjects studied, projects undertaken, and details of research expertise and a list of all publications.

Electronic CV. This is popular with larger companies. Your CV can be submitted electronically in plain text format. Electronic CVs are often scanned electronically in order to pick up key words or phrases. This makes matching your skills and personal qualities to those of the job essential.

Task 15. *Study the following tips and fill in the gaps with words in bold.*

abbreviations	complete	neatly
accomplishments	date	proofread
apply for	exaggerate	short
capitalize	margins	update

- Adopt your resume to the position you _____.
- Make it _____ – one or two pages.
- Emphasize your _____ and achievements.
- Be truthful. Do not _____ or minimize yourself.
- Use phrases instead of _____ sentences, strong active verbs.
- Avoid _____ and personal pronoun “I”.
- Make clear headings, _____ or underline them.

- Leave spaces and wide _____ to create a clean, professional impression.
- _____ to avoid mistakes in spelling, grammar, and punctuation.
- Print _____ on high quality paper.
- Do not sign or _____ your resume.
- Keep copies of your resumes on file for future references. _____ them regularly.

Task 16. *Study the following phrases and refer them to the appropriate category.*

Summary of qualifications/skills	
Work experience:	
Education:	
Honours, awards, fellowships:	
Special skills:	
Languages:	
Activities and interests:	
References (testimonials):	

- 1) accomplishments and promotions
- 2) companies and their location
- 3) computer literacy
- 4) degrees
- 5) diplomas and certificates
- 6) driving licence
- 7) graduation dates
- 8) job-by-job history
- 9) kinds of sport
- 10) levels of proficiency
- 11) major and internship
- 12) military service
- 13) names and job titles of 2-3 people who know your work well
- 14) names of organizations and societies
- 15) names of software programs

- 16) positions
- 17) responsibilities and duties
- 18) schools/colleges/universities
- 19) volunteer work
- 20) years and names of prizes

Task 17. *After having studied all information about writing a CV, write your own CV of each type (chronological, functional, combination). Compare them with your group mates' CVs and discuss their strong and weak features.*

COVER LETTERS AND OTHER JOB SEARCH CORRESPONDENCE

Letters can enhance your employability, but they must be connected to your most important job search tool – your brain! The purposes and impact of every letter should be considered carefully. Generic, impersonal letters simply don't work. It's important that you craft your letters to reflect what is appropriate for your audience, your objectives, and the requirements of the situation.

Job-search letters shouldn't be written in a vacuum. Effective letters are only one component in a larger system of interrelated tasks and activities designed to advance your career. Ideally, your letters should flow from, and be linked to, the following career development tasks:

- Assessing your abilities, skills, knowledge, interests, preferences, values, and motivations
- Researching and evaluating occupations, jobs, and employers
- Defining your work objectives and career goals
- Writing a professional-level resume
- Planning and implementing your job-search campaign
- Interviewing for job opportunities
- Choosing appropriate work.

Most often, letter writing supports the last three tasks, but the key point to remember is that effective letters are part of a larger career planning and job-search process. If you're struggling unduly with your written communications, perhaps you need to do more foundational work in clarifying your career direction and articulating your value to employers.

Writing style

As an act of communication, your letters say something important about you as a professional and as a prospective employee. To create a positive impact, analyze your "audience" by considering his or her problems and requirements, then plan your letters accordingly. Audience analysis is a process of introspection by which you put yourself in the reader's situation in order to understand his or her needs and problems. After such analysis, you can then compose your letters to show how your background and talents can meet the reader's needs; convince the reader of your value as a prospective employee;

and persuade the reader to take action in your favor. A key point to remember is that responsibility for effective communication rests with the writer, not with the reader.

Seasoned business writers tend to follow these basic principles:

- Decide your purpose in writing, then plan accordingly. Place the most important items first, supported by facts.
- Group similar items together in a paragraph, then organize the paragraph in logical relationship to the other. Do the work of organizing your information for the reader.
- Keep your letters personal, warm, and professional. Avoid being either overly familiar or overly officious in tone. However, do remember that business letters are formal, not informal documents.
- Say what you mean directly without a lot of verbiage. Demonstrate that you understand the value of the reader's time by being as brief as possible.
- Write clearly and simply. Avoid jargon and overly complex sentences.
- Be positive in content, tone, word choice, and expectations. Suggest that you are an optimistic, responsible, productive, and reasonable person.
- Use active voice and action verbs in your writing.
- Keep the reader's interest by varying sentence structure and length.
- Reduce uncertainty and abstraction for the reader by including specific facts.
- Provide information that reflects the reader's interest. Stress benefits for the reader.

By following these guidelines, you should be able to improve the clarity and positive impact of your messages. These guidelines apply to both paper letters and e-mail correspondence.

Types of letters

Communication skills are critically important in your career, and your job-search letters usually will be one of the first samples employers will have of your competency in this area. Your letters should be functional, understandable, easy to read, and pleasant in tone. Remember: Every communication act is a message about you.

There are seven basic letters you will probably use during your job search:

- Application
- Prospecting
- Networking
- Thank-you
- Acceptance
- Withdrawal
- Rejection

Each has its own function and should be used accordingly. Descriptions of the seven types of letters follow, and illustrations are provided for each. Be sure to sign the original hard copy letters and to keep copies of all your paper and electronic correspondence.

1. Application Letter – The purposes of this letter are to get your attached resume read and to generate interviews. Use this type of letter in response to specific job advertisements and vacancy announcements. Your strategy is to demonstrate that your qualifications fit the requirements of the position. Study the position description carefully and decide on one or more themes – education, experience, interests, responsibility, etc. – that show persuasively how well you fit the position. Link major job dimensions with your related past performance and experience.

The application letter (sometimes referred to as “a cover letter” because it is sent with a CV in the same envelope) is aimed at getting a job interview. There are two types of application letters. A solicited application letter is sent to a definite, or announced, job opening. An unsolicited or “prospecting” letter is one sent to a company that has not announced an opening. The objectives of an application letter are:

- to get attention
- to introduce qualifications
- to present evidence
- to encourage action.

2. Prospecting Letter – The purposes of this letter are to prospect for possible vacancies in your occupation, get your resume read, and generate interviews. Prospecting letters are used extensively for long distance searches. Target specific individuals in specific organizations. Structure this letter

similarly to the application letter, but instead of using specific position information, focus on broader occupational and/or organizational dimensions to describe how your qualifications match the work environment.

3. Networking Letter – This letter is designed to generate information interviews – not job interviews – which allow you to meet individuals who can give you specific information about your intended career. Your purposes in seeking information interviews may vary, but your reasons for wanting to meet with a contact person must be genuine and sincere. Information interviewing, or “networking,” has been tainted in recent years by job seekers who misuse this approach, but it remains a viable way to conduct job market research, refine career goals, and uncover vacancy information in an industry or a geographical region. Information interviewing isn’t a magic shortcut to employment; it requires solid preparation, sincerity, and much effort. The networking letter is the first step in the information interviewing process.

Normally, a resume is not attached to a networking letter, but it may be presented during the interview itself to help the interviewer address your questions.

4. Thank-you Letter – This is one of the most important yet least used tools in a job search. It is used to establish goodwill, express appreciation, and/or strengthen your candidacy. The basic rule of thumb is that everyone who helps you in any way gets a thank-you letter. When used to follow up on employment interviews, thank-you letters should be sent within 24 hours to everyone who interviewed you. If it is not possible or appropriate to send a thank-you letter to everyone you met during the interview, then send a thank-you letter to your host or to the highest ranking manager you met with a request to extend your appreciation to the entire group. Also, be sure to send thank-you letters to each of your contacts who granted you information interviews and to people who provided references for you.

5. Acceptance Letter – Use this letter to accept a job offer, to confirm the terms of your employment (salary, starting date, medical examinations, etc.), and to positively reinforce the employer’s decision to hire you. Most often, an acceptance letter follows a telephone conversation, during which the details of the offer and the terms of employment are discussed.

6. Withdrawal Letter – Once you accept a position, you have an ethical obligation to inform all other employers of your decision and to withdraw your employment application from consideration. Your withdrawal letter should express appreciation for the employer’s consideration and courtesy. It may be appropriate to state that your decision to go with another organization was based on having better person/job fit for this stage in your career. **DO NOT** say that you obtained a better job.

7. Rejection Letter – Employers aren’t the only ones to send rejection letters. Candidates may have to decline employment offers that do not fit their career objectives and interests. Rejecting an employment offer should be done thoughtfully. Indicate that you have carefully considered the offer and have decided not to accept it. Also, be sure to thank the employer for the offer and for consideration of you as a candidate.

Task 18. *Answer the following questions.*

1. What is the main purpose of an application letter?
2. What is the difference between a solicited and unsolicited application letter?
3. What is the content of the three main paragraphs of an application letter?
4. Can you put negative information or lie in your application letter?
5. Explain the phrase: “Tailor your application to the job requirements.”
6. What are the main characteristics of a good application letter?

Task 19. *Match the synonyms.*

1	secret	a	error
2	when it best suits you	b	salutation
3	surname	c	layout
4	mistake	d	forename/Christian name
5	I would be grateful	e	job title
6	to give proofs	f	at your convenience
7	position	g	confidential
8	looks	h	I would appreciate
9	first name	i	family name
10	greeting	j	to present evidence

Task 20. *Fill in the gaps in the tips for writing a good application letter with the following words in bold.*

errors	persuasive	quality	standard
layout	personal	reason	

A good application letter should:

- be _____ (have the name and position to whom it is addressed)
- give the _____ of applying for a particular company
- be _____, i.e. written according to the AIDA formula: “Attention – Interest – Desire – Action”
- use simple and direct language
- have perfect spelling, punctuation and grammar; no typing _____ are admitted
- have ethic attractive _____
- be printed/written on top _____ paper
- be short (one page long), _____, and businesslike
- be original; photocopies are unacceptable.

Task 21. *Study the model of the letter of recommendation, compose your own one accordingly, refer to Task 22.*

LETTER OF RECOMMENDATION

Addressee's name

Position

Address

Salutation: (Dear Mr/Ms/To whom it may concern)

RE: /Reference for/Recommendation of (applicant's name)

Opening: (name of the candidate and the position sought)

Body: (description of qualifications, accomplishments and qualities)

Closing: (summarizing and general evaluation)

Parting

Signature

Name of a reference

Job title/position

Task 22. *Study the vocabulary, give English equivalents or synonyms; use it to diversify your letter of recommendation.*

adaptable – здатний швидко адаптуватися

ambitious – амбіційний

broadminded – з широкими інтересами

cheerful – привітний, приязний

co-operative – здатний до співпраці

creative – творчий

entrepreneurial – з підприємницькою жилкою

flexible – гнучкий

friendly – дружелюбний

good natured – доброзичливий, зичливий, прихильний

hardworking – роботящий, працьовитий, працелюбний

intellectual – мислячий; думаючий, розумний

reliable – надійний

resourceful – винахідливий

responsible – відповідальний

self-confident – впевнений у собі

self-motivated – з власною життєвою метою (планом)

sociable – товариський, компанійський

supportive – здатний підтримати

tactful – тактовний

trustworthy – гідний довіри

zealous – сумлінний, совісний, старанний

Task 23. *Fill in the blanks with appropriate words in the letter of recommendation.*

LETTER OF RECOMMENDATION

20 April, 2003

_____ Mr. Wagg

_____ for Lance Oliver

At the request of L.Oliver I submit this _____ information in support of his _____ for the position of sales manager. Mr. Oliver served

under my _____ as a sales representative. He was in _____ of many customer service programmes.

Mr. Oliver is a good _____. He got along well with fellow employees and managers.

Mr. Oliver has a most pleasant _____. He is polite, tactful, and friendly. In my _____, he would be an _____ to your company. Were he to return to us, we would be glad to _____ him.

_____,
Curie Morison, Director
ABC Corporation
Tel.: 221 1617

SAMPLE COVER LETTER FORMAT GUIDELINES

Your Street Address
City, State Zip Code
Telephone Number
E-mail Address

Month, Day, Year

Mr./Ms./Dr. First Name Last Name
Title
Name of Organization
Street or P. O. Box Address
City, State Zip Code

Dear Mr./Ms./Dr. Last Name,

Opening paragraph: State why you are writing; how you learned of the organization or position, and basic information about yourself.

2nd paragraph: Tell why you are interested in the employer or type of work the employer does (Simply stating that you are interested does not tell

why, and can sound like a form letter). Demonstrate that you know enough about the employer or position to relate your background to the employer or position. Mention specific qualifications which make you a good fit for the employer's needs. (Focus on what you can do for the employer, not what the employer can do for you.) This is an opportunity to explain in more detail relevant items in your resume. Refer to the fact that your resume is enclosed. Mention other enclosures if such are required to apply for a position.

3rd paragraph: Indicate that you would like the opportunity to interview for a position or to talk with the employer to learn more about their opportunities or hiring plans. State what you will do to follow up, such as telephone the employer within two weeks. If you will be in the employer's location and could offer to schedule a visit, indicate when. State that you would be glad to provide the employer with any additional information needed. Thank the employer for her/his consideration.

Sincerely,

(Your handwritten signature [on hard copy])

Your name typed

(In case of e-mail, your full contact info appears below your printed name [instead of at the top, as for hard copy], and of course there is no handwritten signature)

Enclosure(s) (refers to resume, etc.)

(Note: the contents of your letter might best be arranged into four paragraphs. Consider what you need to say and use good writing style.)

LETTER OF APPLICATION SAMPLE, E-MAIL VERSION

Subject line: Application for sales representative for mid-Atlantic area

April 14, 2010

Mr. William Jackson
Employment Manager
Acme Pharmaceutical Corporation
13764 Jefferson Parkway
Roanoke, VA 24019
jackson@acmepharmaceutical.com

Dear Mr. Jackson:

From the Acme web site I learned about your need for a sales representative for the Virginia, Maryland, and North Carolina areas. I am very interested in this position with Acme Pharmaceuticals, and believe that my education and employment background are appropriate for the position.

You indicate that a requirement for the position is a track record of success in meeting sales goals. I have done this. After completion of my B.S. in biology, and prior to beginning my master's degree in marketing, I worked for two years as a sales representative with a regional whole foods company. My efforts yielded success in new business development, and my sales volume consistently met or exceeded company goals. I would like to repeat that success in the pharmaceutical industry, using my academic background in science and business. I will complete my M.S. in marketing in mid-May and will be available to begin employment in early June.

Attached is a copy of my resume, which more fully details my qualifications for the position.

I look forward to talking with you regarding sales opportunities with Acme Pharmaceuticals. Within the next week I will contact you to confirm that you received my e-mail and resume and to answer any questions you may have.

Thank you very kindly for your consideration.

Sincerely,

Layne A. Johnson
5542 Hunt Club Lane, #1
Blacksburg, VA 24060
(540) 555-8082
lajohnson@vt.edu

Resume attached as MS Word document (*assuming company web site instructed applicants to do this*).

VOCABULARY PRACTICE

Task 1. Use the words in capitals to form a word that fits in the sentence.

1. She has always wanted to become a _____.
(SCIENCE)
2. She works as a fashion _____ in Paris.
(PHOTOGRAPH)
3. He accepted the job offer without a moment's _____.
(HESITATE)
4. The package holiday included the flight, transfers and the _____.
(ACCOMMODATE)
5. He has not been in full-time _____ for over two years.
(EMPLOY)
6. Nobody thought that they would win the contract, the decision was totally _____.
(EXPECT)
7. She works for a large, _____ concern based in the Netherlands.
(INDUSTRY)
8. I think we're going in the wrong _____ with this project.
(DIRECT)
9. Thank you very much for the lovely present; it was very _____ of you!
(THOUGHT)
10. This product is sold _____.
(WORLD)
11. I'm sorry, but I can't _____ finish this work by 5 o'clock.
(POSSIBLE)
12. Thank you very much for your advice, it was very _____.
(USE)
13. We need to buy some new office chairs, these ones are so _____.
(COMFORT)
14. If I were you, I wouldn't _____ a word they say!
(BELIEF)
15. Our company arranges a programme of social _____.
(ACT)

16. All attempts at trying to complete the IT project on time proved to be _____.

(SUCCESS)

17. This printer is very _____, it's always breaking down.

(RELY)

18. "We need to _____ our position on the market", said the sales manager.

(STRONG)

19. I didn't like the seminar at all, I found it really _____.

(BORE)

20. The hotel receptionist smiled and gave us a very _____ welcome.

(FRIEND)

21. We all enjoyed her presentation, it was very _____.

(AMUSE)

22. In _____, the speaker thanked everyone for coming to the meeting.

(CONCLUDE)

23. She was promoted because she worked so _____.

(EFFICIENT)

24. All 12 people sat round a large, _____ table for dinner.

(CIRCLE)

25. During the flight, I had an interesting _____ with a Canadian.

(CONVERSE)

26. I'm sorry, but a meeting on Friday evening is rather _____ for me.

(CONVENIENT)

27. A good _____ of French and Spanish is a requirement for this job.

(KNOW)

28. At the end of the presentation, we all gave him a long round of _____.

(APPLAUD)

29. A lot of damaged buildings had to be _____ after the earthquake.

(BUILD)

30. Even if you do think you'll get the job, you shouldn't be _____.

(CONFIDENT)

31. I'm not sure if he has the _____ to do this sort of accounting work.

(ABLE)

32. Unfortunately, their business wasn't very _____.

(PROFIT)

33. We're very _____ about getting the client's business.

(CONFIDENCE)

34. I really think you've made the wrong _____.

(DECIDE)

35. It's a difficult process, so I'll try to _____ it.

(SIMPLE)

Task 2. Choose the correct item.

1. Phone me as soon as you get _____.
a) in house b) to home c) at home d) home
2. We often _____ at this hotel when we're here on business.
a) live b) rest c) stay d) remain
3. Everyone came to the meeting _____ Pablo and Karen.
a) except b) exclude c) expect d) apart
4. Shops lose millions from _____.
a) robbing b) shoplifting c) pick pocketing d) shop fitting
5. The conference centre is two kilometers _____.
a) from here away b) far away here c) at a distance d) away from here
6. Kristin doesn't speak French and _____ Jorge.
a) so does b) so doesn't c) yet does d) neither does
7. Tomorrow will be mild with the possibility of a few _____ in the afternoon.
a) showers b) rain c) hail d) colder
8. His presentation was very unprofessional and he had no _____ of winning the contract.
a) luck b) chance c) opportunity d) occasion
9. This cheque is not valid without your _____.
a) name b) firm c) sign d) signature
10. I parked my car but didn't have any money for the _____.
a) parking meter b) park meter c) parking machine d) automatic parking
11. She works _____ industrial design engineer.
a) like b) as an c) as d) the same
12. I can't find my office keys _____.
a) nowhere b) somewhere c) everywhere d) anywhere

13. You can only do your best – everyone has their _____.
 a) ends b) limits c) borders d) edges
14. Send the offer by courier if the customer wishes, – _____ just send it by normal post.
 a) so b) although c) despite d) otherwise
15. Her boss wouldn't _____ her attend the seminar.
 a) allow b) let c) permit d) admit
16. My boss _____ me to be in the office by 8 o'clock each morning.
 a) counts b) claims c) waits d) expects
17. Our company is very _____ about punctuality and insists that we always get to work on time.
 a) strict b) precise c) exact d) straight
18. They started having problems at an early _____ of the project.
 a) stage b) period c) part d) minute
19. We have a beautiful _____ of the mountains from the top floor of our office.
 a) sight b) vision c) look d) view
20. I don't live in the centre, I live on the _____ of the city.
 a) background b) distance c) horizon d) outskirts
21. We were late for the meeting and decided to _____ a taxi.
 a) order b) command c) require d) ask
22. _____ the bad economic conditions, our sales figures were very good.
 a) Although b) Despite c) Even d) However
23. Shall we take the car or shall we go _____ foot?
 a) with b) at c) on d) by

Task 3. Use the words in brackets to form a word that fits in the sentence

1. Don't forget to send Mr. Miller an _____ (invite) to our PR event.
2. We bought the equipment because of its performance and _____ (rely).
3. Could you give us a brief _____ (describe) of the product?
4. We're still trying to find a _____ (solve) to the problem.
5. We're organising our company excursion, and would be grateful for any _____ (suggest) you may have.
6. It's a tough business, with a lot of _____ (compete).

7. Welcome on board, I hope you enjoy your _____ (fly).
8. The introduction of the new product caused a lot of _____ (excite) at the exhibition.
9. I'm not going to speak to her until she offers me an _____ (apologise).
10. The seminar participants showed their _____ (appreciate) by applauding loudly.
11. Ladies and gentlemen, our next speaker really needs no _____ (introduce) at all.
12. As I was late, I really had no _____ (choose) but to take a taxi.
13. I'm sorry, but I can't accept that _____ (explain).
14. I work for a company which produces office _____ (equip).
15. In a job interview your _____ (appear) is very important, so you should be careful about how you dress.
16. We have made a lot of _____ (improve) to our range of services in the last few years.
17. The company decided to close its branch on the island as it had never been very _____ (profit).
18. I really think that _____ (some) should be done about the situation in this department.
19. Thank you very much for your _____ (advise). It was very helpful.
20. It's completely up to you, it's your _____ (decide).
21. I really think that you are making the wrong _____ (assume) about them, they really are a good company.
22. We bought these printers on a _____ (recommend) of an IT consultant.
23. My boss always gives me a lot of _____ (encourage).
24. No software may be installed without the _____ (approve) of the IT department.
25. Although it was a brilliant design, the machine was never _____ (commerce) successful.
26. I have made some _____ (enquire) about the possibility of renting some office space in that company.
27. I can recommend Ms Harrison without any _____ (hesitate).

Task 4. *Put the words in the box into the correct sentence*

intolerant	inevitable	increased	independently	incompatible
incapable	included	incomplete	inexpensive	inappropriately
inadequate	indecisive	informal	inconceivable	inexperienced
	intolerable	inferior	inaccurate	

1. We cannot accept goods of an _____ quality.
2. We have pleasure in inviting you to an _____ reception.
3. The two cars were travelling so fast it was _____ that there would be an accident.
4. The company manager's performance was _____ and he was forced to resign.
5. The members of our team are used to working _____.
6. Our company is very _____ about lateness, everyone is expected to be punctual.
7. These two PC components can't function together, they're _____.
8. I thought it would be a formal function and was _____ dressed for such a casual party.
9. Is VAT _____ in the price?
10. The quality seems OK and the price is quite _____, I think we should order this product.
11. That firm is _____ of delivering the goods on time, they just can't manage it!
12. The delivery was _____, several items were missing.
13. Fortunately, the rate of interest has _____, so we can earn a little more on our savings in the bank.
14. Although she was _____, she was given the job because of her excellent academic qualifications.
15. His behaviour became _____, and he was asked to leave the company.
16. I can't use these sales figures at all, they're totally _____.
17. The manager's so _____, we can never get a straight 'yes' or 'no' out of him.
18. It was totally _____ that the airline would go bankrupt, nobody could ever imagine such a thing happening.

Task 5. Choose the best response for each sentence.

1. We're writing you in _____ to (= about) the email we received on ...
a) regards b) regarding c) view
2. _____ ... = On the other hand ...
a) Conversely b) Regrettably c) Incredibly
3. I received your email, in which you _____ (= described in detail) your plan to launch the product by next March.
a) dated b) mentioned c) outlined
4. Sorry for _____ back to you so late. = Sorry for the late response.
a) coming b) getting c) responding
5. Let's _____ (= arrange) a meeting for Friday.
a) make up b) think up c) set up
6. At the present time ... = At _____ time ...
a) this b) current c) now
7. We usually _____ (= communicate with) clients directly.
a) deal with b) delve into c) dole out
8. It would really _____ if you could send me some additional information.
a) aid me out b) find it helpful c) help me out
9. I believe we should take a different _____ = I think we should do something different.
a) action item b) course of action c) action plan
10. I've _____ (= examined) your payment history, and I did notice the discrepancy that you mentioned.
a) locked into b) looked into c) loaned out
11. This is the best way of _____ (= making sure) that everyone knows what's going on.
a) ensuring b) providing security c) detailing
12. I'm attaching an _____ (= detailed) list of damages.
a) adequate b) itemized c) assertive
13. We'll require 20 % of the total payment _____ (= in advance), and the rest upon delivery of the merchandise.
a) upfront/up front b) in front c) at the front

14. I haven't had a chance to _____ (= look over) your file yet.
 a) reveal b) review c) revive
15. I'm going to _____ (= send) your email to my supervisor.
 a) upfront/up-front b) click c) forward
16. I'll be able to _____ you a price (= give you an estimate) by Friday.
 a) quota b) guess c) quote
17. Could you tell me more about the steps _____ in this process?
 (= steps that make up this process)
 a) involved b) interested c) unveiled
18. Orders are usually processed _____ (= in the span of) two business days.
 a) with b) within c) find it helpful
19. How long does it _____ (= usually) take to produce 1,000 bags?
 a) casually b) simply c) normally
20. Unfortunately, we don't _____ any discounts at this time.
 a) offer b) dish out c) submit
21. We _____ (= offer) a discount of 10 % on orders of 1,000 or more.
 a) prove b) prevail c) provide
22. We _____ that the merchandise will be delivered in 2 business days. = We promise that you will receive the merchandise in 2 business days.
 a) warrantee b) guarantee c) warrant
23. If you require more information, please don't _____ to contact me.
 a) stop b) hesitate c) cut short
24. _____ to contact me if you have any other questions.
 a) Feel free b) Feel freedom c) Be free
25. I'm writing to let you know that the meeting has been _____ to 4:00 PM.
 (= The start of the meeting has been delayed until 4:00 PM.)
 a) pushed forward b) pushed aside c) pushed back
26. Let me go over some of the recent _____ (= some of the things that have happened recently).
 a) developments b) devaluations c) diagrams
27. I'm not _____ to provide that information. (= I can't provide that information, usually because of legal reasons.)
 a) at liberty b) at ease c) at all

28. I look _____ to your response. = I'll be awaiting your response.
 a) ahead b) in the future c) forward
29. I would appreciate your help in this _____.
 a) idea b) matter c) email
30. Hopefully we'll be able to _____ (= clear up/come to a decision about) this issue in the upcoming week.
 a) resolve b) resize c) reciprocate
31. My new job offers more growth _____.
 a) potency b) patents c) potential
32. I _____ decline your offer.
 a) with respect b) respectfully c) am respected
33. Everyone should know how to _____ (= deal with) a counteroffer.
 a) take out b) handle c) hand out
34. Some people think that it is a _____ to accept a counter offer from your present employer.
 a) bad idea b) bad news c) bad luck
35. An employee who resigns will most likely always be _____ as a security threat, and as being disloyal.
 a) persuaded b) persuasive c) perceived
36. Employees who accept a counteroffer are often the first ones who get _____ (by the company) when times get tough.
 a) laid off b) quit c) resigned
37. Many see a counteroffer as a way for a company to buy _____.
 It stalls your departure while they look for someone to replace you.
 a) time b) loyalty c) work
38. He was really _____, but I still declined.
 a) pervasive b) perceived c) persuasive
39. My boss made some _____ (= agreed to some of my terms), but it wasn't enough to prevent me from leaving the company.
 a) connections b) concessions c) conceptions
40. This offer is _____ = I am tempted to accept this offer.
 a) tempting b) tempted c) attempting

41.If someone sees you as a “fidelity risk”, it means you are perceived as not being _____.

- a) a liar b) loyal c) lazy

42.Many employees are _____ (= laid off/fired) within a year of signing a counteroffer.

- a) let down b) let up c) let go

43.When I _____ to resign, they offered me a higher salary.

- a) treated b) threatened c) drafted

44.A lot of the things he said were very _____. (= unclear, could be interpreted in a variety of ways)

- a) ambiguous b) unambiguous c) in ambiguity

45.I have carefully considered the _____ (= benefits/positive aspects) of the two positions and have decided to go with the new one.

- a) merits b) factors c) fine print

46.Make sure you resign _____.

- a) by paper b) in paper c) in writing

47.I let my boss know that I had _____ (= I was not interested) in a counter-offer.

- a) no interest b) no concern c) no desire

48.If you provide your employer with a list of _____, you are providing a list of things that you are/were not happy with at your job.

- a) grievances b) statistics c) merits

49.He decided to _____ at his job = He decided to keep working at his present job.

- a) stay up b) stay on c) stay out

50.Most career advisors _____ accepting a counter-offer. In fact, many feel that accepting such an offer can seriously hurt your career.

- a) give advice against b) present advice not c) advise against

TEST 1

1. The purpose of a resume is:
 - To get an interview
 - Structure the interview process
 - Remind the interviewer of you after you're gone
 - All of the above
2. A resume should:
 - Serve as a sales tool, designed to market the job-seeker to each prospective employer
 - Omit no detail in telling a comprehensive story of your career
 - Focus on past job duties and responsibilities
 - Include as much personal information as possible to "humanize" the job-seeker
3. The way that most career experts recommend you e-mail your resume to employers is:
 - Send your resume as an e-mail attachment only
 - Send your resume as an e-mail attachment, with a text version of your cover letter and resume also pasted into the body of the e-mail
 - According to the employer's instructions
 - Send a brief e-mail referring the employer to a Web-page where your resume can be either viewed or downloaded
4. What is the current resume page-number preference among employers?
 - Readability is not as important an issue as page length, so reducing the type size to fit all the information on one page is better than having a two-page resume.
 - Two pages or fewer. A two-page resume is fine if you have relevant material to fill two pages, but don't go to more than two pages without an extremely good reason.
 - Keeping your resume to one page is an ironclad rule.
 - Employers expect the best candidates to have lengthy resumes of three to four pages.

5. A complete job-search package includes an excellent resume and a dynamic cover letter.

- True
- False

6. An outstanding resume is a virtual guarantee that you will get the job.

- True
- False

7. Should you use the same resume for every job you apply for?

• No, because a “general” resume that is not focused on a specific job’s requirements is seen as not competitive

- Yes. It is way too much trouble to change your resume for every job
- Yes. If it is a great resume, it should work for any job

8. What different versions of your resume should you consider, depending on your situation?

• A formatted “print” resume for mailing, faxing, and presenting at the interview

- A text-based version of your resume for electronic submissions
- A Web-based version of your resume to be published on a Web page
- All of the above

9. A chrono-functional resume should be considered:

• By career-changers
• By job-seekers with diverse job histories that don’t point in an obvious career direction

• By job-seekers with gaps in their job histories
• Only in extreme situations and when a chronological resume is not producing results

10. To give your resume a pleasing appearance, consider the following:

• Adequate white space, bullets, type in a readable size, judicious use of type varieties (such as bold and italics), and an occasional rule line

- Extensive use of columns and tables
- Adding your photo to the resume
- Extensive use of underlining and all caps for emphasis

11. Which of the following should you include on your resume:

- Reasons for leaving previous job(s)
- Salary information
- The title “Resume”
- None of the above

12. The most effective way to produce a resume is to use a template in Microsoft Word.

- True
- False

13. In a survey of hiring managers, these resume characteristics were rated at or near the top of employer preferences:

- Resume has a readable appearance
- Resume uses bullets rather than paragraph form
- Resume presents a clear job history
- All of the above

14. Of employers who prefer to receive resumes via e-mail attachment, what is the preferred word-processing format:

- Google Docs
- Portable Document Format (PDF)
- Microsoft Word
- HTML

15. Which of the following are aspects of branding your resume:

- The distinctive appearance of your resume
- A consistent message woven throughout your resume
- A branding statement that defines who you are, your promise of value,

and why you should be sought out

- All of the above

16. When should you have your resume with you?

- Only when you go to job interviews
- Only when you know you’ll be in a networking situation
- Only when you want to show it off to your friends
- At all times

17. Once you distribute your resume to prospective employers, your strategy should be which of the following?

- Clear your calendar while waiting for an onslaught of job interviews
- Sit back and wait for the courteous employers to respond to your resume
- Plan a detailed follow-up schedule with each employer
- Get angry that a vast majority of employers are too busy or rude to

respond

18. To make your resume stand out, it's a good idea to have it printed on paper in bright, attention-getting colors.

- True
- False

19. Whenever possible, job-seekers should pre-register for career fairs – or at least obtain the list of recruiting companies – so that they can bring different versions of their resumes for different employers and different positions.

- True
- False

20. If you have an e-mail address such as Nasty_Chick@domainname.com, it's best to change it or use an alternate, more professional e-mail address on your resume.

- True
- False

TEST 2

1. Given that employers screen resumes for as few as 6 seconds, a resume should show the employer at a glance what you want to do and what you're good at. What's a good way to sharpen the focus of your resume and provide the reader with this vital information?

- A Headline
- A Summary or Profile Section
- Keyword section
- All of the above

2. When describing work experience, paragraph-style job descriptions are preferred over bulleted lists.

- True
- False

3. Should you list your GPA on your resume?

- Yes, if it's above 3.5
- Not under any circumstances
- Yes, it's always expected
- Yes, if your overall GPA and/or GPA in your major is over 3.0

4. Within your professional history, the most important element to highlight is:

- Duties and responsibilities from past jobs
- Skills
- Names of supervisors
- Accomplishments

5. When listing your Education, list in this order:

- Name of college, city/state of college, major, graduation date, degree name
- Name of degree in name of major, name of college, city/state of college, graduation date
- Name of college, name of major, GPA, name of minor, span of dates of attendance
- Dates of attendance, name of college, degree name, GPA, major

6. It's perfectly acceptable to use personal pronouns (I, me, my) on a resume.

- True
- False

7. When listing your job history, list in this order:

- Dates of employment first, followed by name of employer, city/state of employer, title/position

- Name of employer first, followed by city/state of employer, title/position dates of employment

- Name of employer first, followed by street address and phone number of employer, supervisor's name, position/title, reason for leaving, salary

- Title/position first, followed by name of employer, city/state of employer, dates of employment

8. What types of words are most important to include in your resume?

- Action verbs and job-specific keywords
- Colorful adjectives that describe you as a person
- Multi-syllabic words that make you sound sophisticated
- As much use as possible of the verb "to be"

9. Students with very little experience, especially minimal experience in their chosen field, should consider this resume technique:

- Skillful exploitation of transferable and applicable skills
- Listing internships, volunteer work, sports, extracurricular activities, and other unpaid experience

- Descriptions of class projects and coursework that are relevant to the chosen field

- All of the above

10. Unpaid experience, such as you may have gained from internships, sports, volunteer work and extracurricular activities, should be:

- separated from paid experience
- left off your resume altogether
- incorporated with your paid experience
- listed only on page 2 of your resume

11. Students who have or are pursuing a four-year degree and also have an associate's degree from a community college should include the associate's degree on their resumes.

- True
- False

12. It's important to list references on a resume.

- True
- False

13. Students who belong to a greek organization should be sure to mention their fraternity or sorority by name on their resumes.

- True
- False

14. You should list hobbies and interests on your resume to make you more "human."

- True
- False

15. You should be sure to list your high-school education on your resume.

- True
- False

16. Knowing that a prospective employer might try to reach you in your dorm room after you've sent out your resume, what kind of greeting should you have on your answering machine or voicemail?

- A humorous greeting that enables the employer to see what a fun person you are
- A musical greeting that gives the employer a glimpse into your cultural tastes
- A greeting in which your roommate and several other people who live on your floor/apartment chime in so the employer can see how personable and popular you are
- A professional greeting that tells the employer you are serious about job-hunting

17. Your resume should be as general as possible so it won't limit your job choices.

- True
- False

18. You should list all your coursework or at least coursework in your major, on your resume.

- True
- False

19. It's an unbreakable rule that a new graduate's resume must be limited to one page.

- True
- False

20. One or two typos or misspellings on a resume won't hurt if you're well qualified for the job.

- True
- False

TEST 3

1. What will a good cover letter get you?
 - a document to go with your resume
 - a job
 - lots of praise
 - an interview
2. Which of the following is NOT a function of a cover letter?
 - To tell the employer what kind of job you seek
 - To show how well you write or express yourself
 - To inform the reader of what you expect to get out of the job you're applying for
 - To entice the reader to want to get to know you better by interviewing you
3. Which of the following is NOT something that a cover letter writer should always do in his or her opening paragraph?
 - Tell why he or she is writing
 - Flatter the employer with knowledge of the company
 - Be specific about the position sought and what the job-seeker can offer.
 - Attempt to arouse the employer's interest.
4. True or False: The effectiveness of taking risks with the opening paragraph of your letter depends greatly on the field in which you are seeking a job.
 - True
 - False
5. Which of the following is NOT something that a cover letter should always contain in its closing paragraph?
 - Suggestion/request for an interview.
 - Statement that the letter-writer will follow up with a phone call to arrange the interview.
 - Statement that the letter-writer looks forward to hearing from the recipient.
 - Statement thanking the employer for considering the letter-writer.

6. Which of the following is NOT one of the 3 most common cover letter mistakes?

- Leaving out salary requirements
- Not addressing the letter to a named individual
- Failing to be proactive; leaving the ball in the employer's court
- Telling what the employer should do for you rather than what you can do for the employer

7. It is wise to include phrases such as "I feel" and "I believe" in cover letters.

- True
- False

8. What's the best way to make value judgments or claims of personal attributes more credible in a cover letter?

- Use very positive language in making the claims
- Substantiate the claims by attributing them to a third party
- There is no good way to make such claims, so omit them
- Refer the reader to your resume

9. Employers like candidates to express a willingness to perform any available job.

- True
- False

10. If you are not fully qualified, it's always a good idea to state in your cover letter that you are a fast learner.

- True
- False

11. An "Autobiography Letter ..."

- is the best kind of cover letter to write
- should be used when you don't have a lot of work experience
- is generally rambling and unfocused
- is a good choice for college students

12. It's OK to mention skills gained at school even if they have nothing to do with the job sought.

- True
- False

13. How can you make the most of your college experience in your cover letter?

- describe skills gained in the classroom
- describe sports and extracurricular activities
- discuss hands-on projects
- all of the above

14. Transferable skills should be portrayed in the resume only, NOT in the cover letter.

- True
- False

15. The fact that very few jobseekers demonstrate their knowledge of the company in their cover letters means that:

- it's an incorrect practice
- it's hard to research companies
- you will stand out if you do demonstrate such knowledge
- they are not really interested in the job

16. The best way to tailor your cover letter to a want ad is to:

- avoid the keywords and buzzwords in the ad because that's plagiarism
- tell the employer that your resume is scannable
- use keywords and buzzwords from the ad
- try to sound a little overqualified

17. The tone of your letter should align with the type of job you're applying for.

- True
- False

18. It's a bad idea to include bullets in your cover letter because it makes the letter too much like a resume.

- True
- False

19. Keywords can be used as a form of "word bullet" to draw attention to your most relevant skills.

- True
- False

20. The worst possible way to tailor your cover letter to an ad is to use a 2-column format.

- True
- False

21. A postscript (P.S.) on your cover letter ...

- should never be handwritten
- will be the first thing the employer notices on your letter
- should avoid mentioning your USP

22. What's the best way to make an employer want to get to know you better by interviewing you?

- imply that you have information that could be used against the employer
- write a paragraph that opens a window into your personality
- Tell a hiring manager of the opposite sex about your alluring physical traits
- use very flowery language

23. It's a good idea to start every sentence with "I" in a cover letter to show ownership of your qualifications.

- True
- False

24. Standard Business Letter format calls for leaving how many lines of space for your signature?

- 2
- 6
- 4
- 3

25. It's OK to write a formulaic cover letter because most employers don't read them anyway.

- True
- False

26. Long paragraphs are expected in cover letters so job-seekers can elaborate on qualifications

- True
- False

27. College students should be sure to indicate that they seek an entry-level job.

- True
- False

28. Never make an unsolicited salary request in a cover letter.

- True
- False

29. It is still considered perfectly acceptable in the business world to use a salutation such as “Dear Sirs” or “Gentlemen”:

- True
- False

30. As a college student, you should approach your cover letter primarily from an academic point of reference.

- True
- False

31. A cover letter should not rehash your resume.

- True
- False

BUSINESS ABBREVIATION

a.o.	and others
A.O.B.	any other business
a/n	above-named
ad., advt.	advertisement
B.A.	Bachelor of Arts
B.L.	Bachelor of Law
B.S.	Bachelor of Science
BC	birth certificate
bus., buz.	business
c.c.	copies to
C.E.O., CEO	Chief Executive Officer
C.V., CV	Curriculum Vitae
cct	correct
Co.	company
Corp.	corporation
CSE	Certificate of Secondary Education
dept.	department
dr.lic.	driving licence
dup.	duplicate
E. & O.E.	errors and omissions expected
enc.	enclosure
exx	examples
f.o.c.	free of charge
f.v.	folio verso (Latin)
h/o	home/office
HQ	headquarters
Inc.	incorporated
IQ	intelligence quotient
j.i.t.	just in time
l.t.	local time
L/A	letter of authority

LOT	letter of commitment
Ltd, ltd	limited
M.A.	Master of Arts
M.B.A.	Master of Business Administration
M.Ed.	Master of Education
M.S./M.Sc.	Master of Science
mngr	manager
mo	month
N.A.	not available
N.D., n.d.	not dated, no date
n.s.	not signed
N/A, n/a	not applicable
No, no	number
p.a., p/a	per annum
P.A., PA	personal assistant
P.T.O., p.t.o.	please, turn over
Ph.D.	Doctor of Philosophy
PLC, plc	public limited company
R&D	research and development
rcd., recd.	received
ref.	reference
viz.	videlicet (Latin)
vs	versus (Latin)

MODULE II

INTERVIEW WITH A POTENTIAL EMPLOYER

Task 1. Look at the words below and try to explain their meaning. Unless you are able to, try to do this after reading the text.

daunting	potential	impress	apply for a job
establishment	hire	notorious	flaws

WHAT YOU SHOULD KNOW BEFORE YOU GO TO ANY JOB INTERVIEW

Job Interviews are an **incredibly** daunting and necessary part of the employment world. 1) _____, a job interview is the only thing standing between you and your dream job. Even if the job or career you are **seeking** isn't exactly your "dream job," you still need to **make money**, so it's important that you impress your potential employer and **beat out** the competition. In this article I will give you some helpful advice for passing any job interview. 2) _____, make sure you know as much as possible about the company you are applying to work at. 3) _____ if you are just a **college kid** applying for a job at the mall, you want to **convey a desire** to work at the **establishment** you are applying to. 4) _____ to do this is by having a lot of knowledge about the company. Employers are impressed when an interviewee already knows what their company is about, **top to bottom**. Not knowing anything about the company you are applying to, or what will be expected of you as an employee shows a **lack** of interest 5) _____. Be confident during your job interview. Mentally tell yourself that you are there to get the job, no matter what. Nobody wants to **hire** someone that is unsure of them self. Your potential employer is looking for someone to work for them, not someone to look after. Make sure that you sit up straight, smile, make eye contact, and act polite. Don't be afraid to give a **firm** handshake or tell a joke; these are signs of **self-**



assurance. When the person interviewing you asks you a question, give them a thorough and detailed answer. It's good to be talkative during a job interview as long as you don't interrupt. Showing that you are not afraid to speak is another sign of confidence. 6) _____, don't act so confident that your interviewer will think you are after their job.

Know how to answer **trick** questions. It is very common to be asked trick questions during a job interview. In fact, job interviews are notorious for trick questions. You have probably heard them before. They're usually something like, "Tell me a little bit about your weaknesses." or "What did you hate most about your last job?" These questions are intended to trick you into **revealing** your **flaws**. It is not uncommon for trick questions to start **popping up** towards the end of a job interview. The reason for this is because that is when you will be the most relaxed and willing to **divulge** negative information about yourself. When asked a trick question, think of a clever way to answer it without actually making yourself look bad. It would probably be a good idea to prepare a list of answers to commonly asked trick questions like the ones I mentioned.

Make sure you dress well. No matter what type of job you are interviewing for, you should always dress your best. Dressing well for a job interview is all about showing that you care and that you **take pride** in yourself. This should be common sense but I have seen many people go to job interviews in jeans and a t-shirt. For every person wearing jeans and a t-shirt to an interview, there will always be another person there in a suit.

After your job interview is over, later that same day you should send them a thank you email. Don't wait until the next day or the day after. This isn't like asking someone out on a date. If you wait too long to follow up a job interview, someone else may have already beaten you to it and got the job. If you haven't heard anything after a week, you should call them. It is not uncommon for an employer to offer the job to someone, but then that person doesn't show or **declines** the offer. When it comes to securing a job, being the **runner up** is never a bad thing. It is never too late to follow up on a job interview. I once had a company call me three-months after my interview to offer me a position.

There are no dream jobs in the world unless you work for yourself and success. Until then you are just working to get by and remember JOB = Just Over Broke.

Task 2. *Fill in the gaps in the text with the following words and phrases (one for each gap). There are two non-relevant phrases.*

the best way however so that aside from your resume
on one hand even on your part first things first

Task 3. *Provide the synonyms to the highlighted words from the text.*

Task 4. *Answer the questions about the text.*

- 1) How can one impress a potential employer according to the text?
- 2) Why is it so important to be confident during the interview?
- 3) What mistakes can be done during an interview?
- 4) Can you remember the trick questions given in the text? What is so important about them? Can give some more examples?
- 5) What should one do after the interview?

Task 5. *Find in the text phrasal verbs with the following meaning:*

- 1) to manage to live using money, knowledge, etc. – _____;
- 2) to remove smth/smb by hitting – _____;
- 3) to move somewhere/appear quickly and suddenly – _____;
- 4) to defeat sb – _____;
- 5) to make great efforts to achieve smth – _____;
- 6) to chase smth – _____.

Task 6. *Fill in the gaps with the words from Tasks 1, 3, 5.*

- 1) How does she _____ on such a small salary?
- 2) They _____ a firm of consultants to design the new system.
- 3) Starting a new job can be a _____ prospect.
- 4) These peaches are still _____.
- 5) There is always a _____ in the character of a tragic hero.
- 6) Police refused to _____ the identity of the suspect.
- 7) The bar has become _____ as a meeting place for drug dealers.
- 8) I'm _____ his affairs while he is in hospital.
- 9) It's all done using _____ photography.
- 10) Learning to play the piano isn't an easy task. You have to _____ it.

11) With so much spare cash, the entrepreneurs would _____ and try to claim it for themselves.

12) There was no _____ of volunteers.

Task 7. Find all the uncountable words in the text and make up a dialogue using them.

BUSINESS EXPRESSIONS 1

1. I thought this time things were going to be better. Losing the contract was _____ to swallow.

- a bottom line
- b blue collar
- c a bitter pill
- d back to the drawing board.
- e blow-by-blow

2. We've lost the contract thanks to your incompetence. You really _____, didn't you?

- a back to the drawing board.
- b Bottlenecks
- c bottom line
- d blue collar
- e blew it

3. I'd be better off stopping my legal job and doing jobs for cash. The _____ is the only way to make money these days.

- a blow-by-blow
- b back to the drawing board.
- c Bottlenecks
- d black economy
- e bottom line

4. The product didn't work in the States. As they say there, it really _____.

- a back to the drawing board.
- b bottlenecks
- c bombed
- d blow-by-blow
- e bottom line

5. However, the same product sold really well in England. As they say there, it _____.

- a back to the drawing board.
- b bottlenecks
- c bottom line
- d blue collar
- e went like a bomb

6. He used to work on the factory floor. Yes, he really started out as a _____ worker.

- a blue collar
- b back to the drawing board.
- c bottlenecks
- d bottom line
- e blow-by-blow

7. There are many reasons why this should be a success. However, the _____ is that it has been a big flop.

- a bottom line
- b back to the drawing board.
- c bottlenecks
- d blow-by-blow
- e a bitter pill

8. Production has been unable to keep pace with demand. We are doing our best to eliminate the _____.

- a blow-by-blow
- b back to the drawing board.
- c blew it
- d a bitter pill
- e bottlenecks

9. We'll have to start again on this one -it's time to go _____.

- a blow-by-blow
- b blew it
- c black economy
- d bombed
- e back to the drawing board.

10. Don't leave out any details. I want a full _____ account of what happened in the meeting.

- a blow-by-blow
- b blew it
- c black economy
- d bombed
- e went like a bomb

INTERVIEW ETIQUETTE

Task 1. *Answer the questions:*

- Have you ever had a job interview?
- How do you think a person feels at that moment?
- How should a person prepare for an interview?

Read the text to find some more helpful advice while preparing for an interview.

HOW TO BE PREPARED FOR THE JOB INTERVIEW

Job interviews are always stressful – even for **job seekers** who have gone on **countless** interviews. The best way to **reduce** the stress is to be prepared. Take the time to **review** the “standard” interview questions you will most likely be asked. Also review sample answers to these typical interview questions.

Then take the time to research the company. That way you'll be ready with knowledgeable answers for the job interview questions that specifically **relate to** the company you are interviewing with.

For any job interview, it's important to be prepared to **ace** the interview and **impress** the interviewer from the moment you arrive. Here are some **tips** on how you can make the right impression.

Interview Tip 1: Look the Part

Plan to dress professionally in conservative clothing with appropriate shoes, minimal jewelry, and perfume. Even if the office is **casual**, you should dress in business **attire**.

Interview Tip 2: Before the Interview

Bring a **portfolio** with extra copies of your resume, a list of references, and a notepad and pen. Use a breath mint before you enter the building. Before

heading into a job-search event, turn off cell phones, PDAs, pagers, etc. At a minimum, the device may **distract** both you and the person you're speaking with, but some people are also annoyed by this breach of etiquette. So leave the **gadgets** at home or turned off in your bag or briefcase.

Interview Tip 3: Arrive on Time

Arrive a few minutes early for your interview. If you're not sure where you're going get directions ahead of time (Mapquest or Google Maps) and do a **trial run**, so you know where you're going. When you arrive for your interview, **greet** the **receptionist** and let him or her know why you are there.

Interview Tip 4: Answer Questions Calmly

During the interview try to remain as calm as possible. Ask for **clarification** if you're not sure what's been asked and remember that it is perfectly **acceptable** to take a moment or two to frame your responses so you can be sure to fully answer the question.

Interview Tip 5: Ask Questions About the Job

Be prepared with questions of your own, because you will probably be asked if you have any at the end of the interview. Having questions will show that you've done your homework and are truly interested in the position.

Interview Tip 6: Appear upbeat

Even if you are having a bad day, do not let outside circumstances **affect** your **demeanor** in a job-search situation. A positive attitude, which includes things like **enthusiasm**, smiling, good posture, and strong eye contact, can go a long way to making a lasting and positive impression. People want to work with happy, friendly people.

Interview Tip 7: Follow Up

Ask your interviewer for a **business card**. That way, you'll have the correct spelling of names and job titles for your thank you notes and follow up calls. It's important to thank the interviewer for their time and to let them know that you look forward to hearing from them. Follow up by sending a thank you note to everyone you interviewed with.

Task 2. *Explain the meaning of highlighted words from the text.*

Task 3. *Answer the following questions:*

- 1) In your opinion, what is the most important thing that will make a potential employer remember you?
- 2) Which unpleasant points connected with a job interview are mentioned in the text?
- 3) In your opinion, what isn't so important while being interviewed?
- 4) What do you think about following up an interview? Is it necessary? Why? Why not?

Task 4. *Using the highlighted words from the text fill in the gaps in the following sentences:*

- 1) I don't like attending family parties and other _____ occasions.
- 2) He maintained a professional _____ throughout.
- 3) Children learn to use computer programs by _____ and errors.
- 4) Your opinion will not _____ my decision.
- 5) The new treatment could save Emma's life and the lives of _____ others.
- 6) I've managed to _____ the History test.
- 7) He later _____ the whole story to me.
- 8) Dressed in formal evening _____, she entered the room.
- 9) All the information is on my _____ _____.
- 10) Many jobs can be _____ to a few simple points.

Task 5. *In the text find all the words made up with the help of different suffixes and explain their meaning. Which part of speech do they refer to?*

- ful:
- er:
- less:
- ive:
- ly:
- ant:
- ion:
- ence/ance:
- al:
- ist:

Task 6. *Look through the following situations and give a piece of advice of what should be done to achieve the best result (attire, behaviour, questions asked etc.):*

a) You are a 21-year-old young man who has recently graduated from a Polytechnical University (major – electrical engines). You are to be interviewed for the position of worker at a plant.

b) A young lady with experience of working for a multinational in IT-sphere. You've got married and moved to another city, and now you are looking for a new job.

c) A middle-aged engineer, all his life having worked for a small company, is going to apply for a job at a big engineering company with offices in the major cities of the country.

BUSINESS EXPRESSIONS 2

1. At the start of the meeting everybody was very quiet and reserved but he told a few jokes to _____.

a) across the board

d) back to the drawing board

b) break the ice

e) take on board

c) broke the news

2. He's not very quick on the uptake. it takes him quite a while to _____ new ideas.

a) on to a good thing

d) breathing down

b) take on board

e) brief

c) bullish

3. We're going to have to reduce budgets in every single department. There will be _____ cuts.

a) back to the drawing board

d) brainstorm

b) brief

e) across the board

c) on to a good thing

4. My boss never gives me any freedom. She's always _____ my neck.

a) broke the news

d) back to the drawing board

b) brief

e) bullish

c) breathing down

5. We need a name for our new brand. The best thing is to get a few people together and try to _____ a name.

- a) brief
- b) on to a good thing
- c) broke the news
- d) bullish
- e) brainstorm

6. I'm very happy with our sales prospects for the next year. I'm feeling really _____.

- a) bullish
- b) back to the drawing board
- c) broke the news
- d) on to a good thing
- e) brief

7. We would have liked to have looked at that but that wasn't part of the _____ you set us.

- a) brief
- b) on to a good thing
- c) back to the drawing board
- d) breathing down
- e) broke the news

8. I've heard all about it. Sally _____ to me.

- a) brainstorm
- b) on to a good thing
- c) back to the drawing board
- d) breathing down
- e) broke the news

9. I'm well aware that this is potentially a good new product and that we are probably _____ with it

- a) on to a good thing
- b) back to the drawing board
- c) brainstorm
- d) breathing down
- e) across the board

10. I guess this market study shows that nobody wants to buy our product. It's _____ for us.

- a) back to the drawing board
- b) brainstorm
- c) breathing down
- d) across the board
- e) take on board

INTERVIEW DRESS CODE

Task 1. *Answer the following questions:*

- Why is it so important to look properly at workplace?
- Are there any jobs where your looks aren't so important?
- Should a job-seeker always be dressed officially for an interview?

Task 2. *Read the text and order the paragraphs, explaining the meaning of the words highlighted.*

DON'T LET YOUR IMAGE SABOTAGE YOUR CAREER

A) Another study conducted by two economists, the Hammermesh-Biddle project, revealed that attractive people have higher incomes. This was true even for construction work, **telemarketing**, and other jobs that did not require public contact. To highlight this point, the Wall Street Journal article announcing the project's findings was named, "Good Looks Can Mean a Pretty Penny on the Job."

Anyone can be **perceived** as attractive. Yes, anyone. If you pay attention to the finer details of your image, you can be perceived as attractive and professional, whether you are **dressed up or down**.

B) The trick is to start each day looking **impeccable** with a highly professional put-together image, a look that includes businesslike attire that is well coordinated and **in mint condition**. **Immaculate grooming**, from your head to your feet, is also a necessity. People do notice the details of your image. More importantly, people make **assumptions** about you based upon your late or mid-afternoon image just as much as they do at 8:00 a.m. **Statistics** show that executives are especially **observant of their cohorts'** business image. According to a recent survey conducted by MRI (Management Recruiters International), more than one third (34.2 %) of executives **polled** think that business casual dress has gone too casual, **eroding respect**.

C) In the end, we all tend to associate well-dressed individuals with intelligence and achievement. And most people like to be associated with winners. Thus, well-dressed and **well-groomed folks** are always **granted** more opportunities to prove themselves – granted more opportunities for success.

D) To get ahead (and to stay ahead) in any career, pay attention to your workplace image as it is a powerful communicator. The **nonverbal messages** your image sends can work in your behalf, or they can work against you. Your clothing is a primary component of your image and it's a potent communicator with its own coded language. Your **apparel** can signal that you are a leader with winning potential, or it can scream that you're a loser. If your clothing is **waving the loser flag**, you have to work extra hard to command respect and **inspire trust**.

E) Business is a game, somewhere between war and sport. Both war and sport require strategies to win. Just as the best sports equipment can give an athlete the competitive edge, a crisp businesslike image can work to help you get the job you want as well as gain you promotions and raises. Maintain your image consistently and watch your ability to command respect and your income potential **soar**.

F) Sherry Maysonave has **coached** executives, professionals, and politicians in achieving **excellence** in communication and image since 1982. Her training in the arts of communication, professional dress, and psychology has enabled Sherry to assist tens of thousands of people to reach greater levels of success.

G) Communication statistics reveal that in only five to thirty seconds, three things are determined about you, whether accurate or false: your socioeconomic status, your educational level, and your desirability.

H) Can you afford to make a stressed and **rumpled** impression? No, not if you consider that your success or getting the job you want is often tied to others' perceptions of you. A prominent CEO recently said, "If people only knew that it can take two years to undo one negative impression, surely they would try harder."

Task 3. *Answer the questions:*

- 1) In author's opinion, why should one pay so much attention to his/her image at work?
- 2) What does your looks tell about you according to the text?
- 3) Why is business compared to war and sport?
- 4) What is the association between the looks and the personal characteristics?

- 1) He wore an _____ dark-blue suit.
- 2) Supervisors are trained to be _____.
- 3) 18 % of women we _____ said their husbands have a drinking problem.
- 4) She taught her children _____ manners.
- 5) Clare has been _____ to take her father's place when he retires.
- 6) The price of petrol has _____ in recent weeks.
- 7) In many offices people _____ on Fridays.
- 8) We sell a wide range of sports _____.
- 9) The child was _____ for stardom by her mother.
- 10) A copy in _____ would fetch £ 2000.
- 11) Mark and his _____ eventually emerged from the studio.
- 12) Repeated exam failure had _____ away.

1. I reckon we owe you about the same as you owe us. Why don't we just _____?

a) call his bluff d) chicken
b) called it a day e) call it quits
c) calls the shots

2. We've been working on this for fourteen hours now. Isn't it time we _____?

a) called it a day d) chicken
b) call it quits e) call his bluff
c) calls the shots

3. Let's face it, he decides. He's the boss so he's the one that _____.
a) called it a day d) chicken
b) calls the shots e) call his bluff
c) call it quits

4. He says he will go elsewhere if we don't lower our price but I don't think he will. I think we should _____.
a) call his bluff d) calls the shots
b) call it quits e) chicken
c) called it a day

5. I'm sure that there is a lot of corruption in that country. If we order an internal audit we may be opening _____.

- a) carry the can
- b) chicken
- c) can't win
- d) chicken and egg
- e) a can of worms

6. Someone is going to have to take responsibility for this disaster. Who is going to _____.

- a) can't win
- b) carry the can
- c) chicken
- d) a can of worms
- e) chicken and egg

7. Whatever we do, we are going to come out badly. It's a _____ situation.

- a) a can of worms
- b) carry the can
- c) chicken
- d) can't win
- e) chicken and egg

8. She always like to think things through very carefully. She likes to _____.

- a) chicken and egg
- b) chicken
- c) chew things over
- d) call his bluff
- e) call it quits

9. We need a loan to start the company and we need a company to get the loan. It's a _____ situation.

- a) calls the shots
- b) chew things over
- c) chicken
- d) call his bluff
- e) chicken and egg

10. We wanted to expand into Asia but we were a bit frightened. We were soon sorry for being so _____.

- a) chicken and egg
- b) chicken
- c) calls the shots
- d) chew things over
- e) call it quits

COMMON INTERVIEW QUESTIONS

Task 1. *Can you think of some questions often asked at a job interview? Make up a list of at least five questions. Then read the text and match the answers with the questions given:*

You know which interview questions and answers we're talking about!

Take some time to read through these common interview questions and answers. Regardless of what position you're applying for, it's highly likely that your interviewer will ask you a few of these seemingly difficult questions!

1. _____ When recruiters ask you this question, keep in mind, they don't really care that much about your personal life, unless it pertains to the job you're applying for. They want to know how your background makes you a perfect fit for the job. Stick to experiences that paint you as a good candidate, where did you go to school? What did you study? What are your qualities? Are you assertive, organized? Use specific experiences that illustrate this.

2. _____ Never mention anything bad about your previous work! No bad mouthing! This tells employers that if you had any grudge against them in the future, you'd be smack talking them to friends and family (and future employers). Also avoid talking about wanting to get paid more, this usually doesn't go well for future employers. Instead, focus on a more neutral and positive reason for moving on. For example, you want to go into a position that offers international opportunities, or allows you to learn more about X subject. This shows desire to grow (and become a better employee).

3. _____ Man, this is a crappy question. Don't you just want to say, "so you can pay me?". That won't cut it though, so don't say it. Instead, do your research beforehand and find out what the "cool" factors that job has. Do you want to deal with the large clients the company deals with? Maybe you like their area of work, or the role you're applying for would allow you to exercise all the managing skills you've gained in your past work experience/education. Focus on factors that would benefit the company.

4. _____ This is always a tricky question. I'd prefer to chuckle and say "you don't want to know". Don't do that.

Realistically, you want to mention neutral things your co-workers would say. Don't tell them that they' say you're a "great team player who go his/her job done." They won't believe that for a second (it's a canned answer). Tell them how you'd pester them to pay attention when you're teaching them something that would help them, or how you brought in cookies every once in a while. It needs to sound positive for you without sounding like you're making it up on the spot, use actual experiences.

5. _____ Whatever you say, don't ever make it seem like you're not a team player. Emphasize that you work with your team to create solutions in difficult situations, and if you don't know something you seek help. They want to know that if something were to happen in your position at their company, you could handle it.

6. _____ Depending on the position you're applying for, you want to picture yourself as a leader or a team-player. Will you rebel against your future manager? Will you seek help from your co-workers? They want to hear specific experiences from your past that make you an ideal candidate to blend into their team.

7. _____ Best honest with this question. Your strength should relate to the position you're applying for. When answering, make sure it relates to the position, so if you're great at mediating conflict and your position deals a lot with customer service talk about that. If not, choose another quality. Don't say something dull, such as you being punctual all the time, make yourself look unique to others.

8. _____ Don't you just hate this question? It's probably the hardest one to answer. You don't want to make yourself look bad, but you can't tell them you don't have weaknesses. Choose something that can be fixed, and express steps you've taken to fix the issue. For example, you could say that you're biggest issue is not keeping the best organization for appointments, however if the past few weeks you've been using a smart phone to keep track of all meetings and it's really helped. This shows honesty, but more importantly, initiative.

9. _____ This is another question where they want to see initiative. Think hard of a time where your suggestion went farther than an idea in your head. It could be a minor thing that actually resulted in something

positive. It doesn't have to be from the office, it could be something you did at home, at college, with friends, or as part of the community.

10. _____ They want to know what makes you different. It's crucial you share a specific experience in your past that makes you different. Maybe you did something in your past job that makes perfect for the job. Take all your experiences and make it seem like you were born for this job! Don't focus on other people, don't think "I'm better than other people", focus on yourself and why you're perfect for the job. If someone found a better explanation, then oh well, you tried your best. Move on!

11. _____ Research the industry and role you're applying for. Come up with a range (by \$15k or so) so that you can have some negotiation power later on. Don't price yourself too high, because then they won't hire you, but don't give a low salary just to get the job, they might think you're not experienced enough for the job.

12. _____ Yes, yes you do have questions. Think of questions before you go into the interview, don't you dare say "nope, I think all my questions were answered during the interview". They want someone interested in the job, and you have to show it. Ask intriguing questions such as "what are the opportunities to work with other departments, promotions, international travel, more educational opportunities, sharing your own ideas, etc etc". Seem passionate about the job! A great question that I personally recommend asking is "We've finished the interview, you've heard my answers, is there anything I've said, or something you saw in my resume that concerns you or you have any more questions about?" This tells them that you have nothing to hide, you'd like to address doubts right there, so that when they think of you in the next coming days, they have no question about your qualification. That'll nail it!

- a. Regarding salary, what are your expectations?
- b. Are you looking for another job (or why did you leave your previous job)?
- c. How do you handle stressful situations and working under pressure?
- d. What is your greatest strength?
- e. Tell me about a suggestion that you have made that has been successfully implemented.

- f. What would your previous co-workers say about you?
- g. Do you have any questions for us?
- h. Tell us about yourself.
- i. What are you like working in a team?
- j. What is your biggest weakness?
- k. Why do you want this job?
- l. Why should we hire you?

Task 2. Find the words from the text which mean the following:

- a) expressing opinions or desires strongly and with confidence – _____;
- b) of very bad quality – _____;
- c) to look similar to the background – _____;
- d) to achieve smth – _____;
- e) to laugh quietly – _____;
- f) to annoy smb – _____;
- g) to try to end a disagreement – _____;
- h) a feeling of anger or dislike towards smb – _____;
- i) to show or make a connection between two or more things – _____;
- j) to refuse to obey to authority – _____.

Task 3. Fill in the gaps with the words from the text.

- 1) He _____ the crowd.
- 2) He has been _____ her with phone calls for over a week.
- 3) You should try and be more _____.
- 4) He _____ a victory in the semi-finals.
- 5) Those laws no longer _____.
- 6) You need someone to help you _____ all the irritating legal jargon.
- 7) Most teenagers find something to _____ against.
- 8) An independent body was brought in to _____ between staff and management.
- 9) They are just _____ empty slogans.
- 10) I don't hold any _____ now.

Idioms

1. I imagine their company jet was very expensive indeed. It probably _____.
a) cost the earth c) cut it fine
b) clear the decks d) cut-throat
2. Our Silicone Valley site is right at the _____ of the new technology.
a) cut our losses c) cut it fine
b) cutting edge d) cut-throat
3. There's lots of unfair competition in our sector from _____ outfits which don't respect the law.
a) crocodile tears c) cowboy
b) crashed d) cough up
4. We did badly in the Japanese market so eventually we decided to _____ and stop.
a) cut our losses c) clear the decks
b) cough up d) cut-throat
5. We had to threaten them with legal action before they agreed to _____ the money they owed us.
a) crocodile tears c) cut our losses
b) cough up d) clear the decks
6. We'll have to drop everything else. We'll have to _____ and concentrate on this.
a) clear the decks c) cut it fine
b) crashed d) cut-throat
7. Competition is really fierce. In fact, it's _____.
a) crocodile tears c) cut it fine
b) crashed d) cut-throat
8. Bids had to be in by 6.00 and we put ours in ten minutes before the deadline. We really _____.
a) crocodile tears c) cut our losses
b) cut it fine d) crashed
9. We can't access the computer files. The system _____ this morning and we cannot fix it.
a) crocodile tears c) cut our losses
b) cutting edge d) crashed

10. He said he was sorry about letting me go but I'm sure they were only _____ he was shedding.

a) crocodile tears

c) cut our losses

b) cutting edge

d) cost the earth

JOB INTERVIEW FOLLOW UP

Task 1. *In your opinion:*

- What does the process of following up an interview involve?
- Is it important to follow up? Why? Why not?

Task 2. *Fill in the gaps in the text with the following sentences:*

1. If you had a panel interview write individual letters to each person who interviewed you, keeping the essentials the same but briefly personalizing each one.

2. The successful candidate does not sit back once the interview is over.

3. Use your post interview notes to check if there are any areas you want to brief them on.

4. Note any problem areas that you need to consider.

5. Use plain paper as colored stationery usually looks unprofessional.

6. Find out what the next step is.

7. Exploring other job opportunities will help you when making the final decision about taking the job if you are offered it.

8. Get the correct details of the interviewer.

9. Whatever the time frame do not wait for the interviewer to contact you.

JOB INTERVIEW FOLLOW UP – FIVE SIMPLE STEPS TO SUCCESS

Job interview follow up is a great opportunity to show your enthusiasm and suitability. Most candidates neglect to follow up on their job interviews. Set yourself apart from the competition by following these five easy steps to follow up professionally on your interview.

Immediately after the Job Interview

a) _____. You need their full title, full name and contact information. Either get a business card or ask the receptionist when you leave the interview. Failing this, phone Human Resources for this information. Make notes about the interview straight after you are finished. Focus on all the important details of the interview. b) _____. You will use all this information when writing your thank you letter and when following up later with the company. If you have gone to the interview through a recruiter you should call the recruiter immediately after the interview to give feedback. c) _____.

Send a Thank You Letter

The reality is that very few candidates bother to send an interview thank you letter. Set yourself apart by sending a professionally written thank you letter within 24 hours of the interview. Use the correct contact details and check the spelling of the interviewer's name. Find out the best way to reach the recipient – email, by hand or by post. d) _____. Use good quality paper and envelopes. e) _____. If you have letterhead stationery use it.

Contact your References

Let your references know that they will probably be contacted soon by the company. Provide them with details about the job and company so they have an opportunity to think about what they can tell the company to provide evidence of your suitability. f) _____.

Make the follow up call

At the close of the job interview you probably found out what happens next in the interview process. If you know approximately the time frame for the hiring decision you will have a better idea of how soon to follow up. If they told you they expect to make the decision within the next week you will need to follow up more quickly, probably after a couple of days. If it is a longer time frame or they were not specific it is generally advisable to wait about a week before contacting them. g) _____. You need to make contact to know what is happening and to keep yourself in contention for the job. Use this follow up call or email to thank them again for the opportunity to interview and to restate your enthusiasm for the job. Ask for more information on the status of the hiring decision.

Continue with your Job Search

Even if you are convinced this is the position for you it is never a good idea to rely on one opportunity, there are no guarantees that you will get the job. h) _____. You will be in a better position to evaluate the job offer in terms of the current job market.

Task 3. *In the text find the words bearing the following meanings:*

- 1) to spend time/energy doing smth – _____;
- 2) without marks or pattern on it – _____;
- 3) the length of time available – _____;
- 4) the most necessary things – _____;
- 5) for a short time – _____;
- 6) not to give enough attention to smth – _____;
- 7) advice, criticism or information about how good/useful smth or smb's work is – _____;
- 8) a person who agrees to give information about your character and abilities, especially to your new employer – _____;
- 9) material for writing or using in an office – _____;
- 10) to form an opinion of the amount, value or quality of smth – _____.

Task 4. *Complete the sentences using the words from the text:*

- 1) The studio had all the _____ like heating and running water.
- 2) The officer _____ her on what to expect.
- 3) These days we _____ heavily on computers to organize our work.
- 4) You _____ to mention the name of your previous employer.
- 5) We need both positive and negative _____ from your customers.
- 6) He had nothing to do, so he decided to _____ the game.
- 7) There is no doubt about her _____ for the job.
- 8) A _____ is a person responsible for hiring people at all levels.
- 9) I'm not really getting on well with my _____ employer.
- 10) Her elegant style _____ her _____ from other journalists.

BUSINESS IDIOMS 1

1. He's the perfect person to take on this difficult job. He's a really hard – _____ person and won't stand for any nonsense.

- a) deal
- b) ship
- c) nosed
- d) handshake
- e) bargain

2. We have to work hard for our money while the fat _____ in the City make money doing very little.

- a) cats
- b) pack
- c) market
- d) shots
- e) fish

3. She's obviously going to get a top job soon. She's a real high _____.

- a) cats
- b) flier
- c) market
- d) shots
- e) fish

4. The product has been a great success. We're doing a roaring _____ in it.

- a) deal
- b) ship
- c) nosed
- d) trade
- e) bargain

5. Their accounts were completely phony. They had been cooking the _____ for years.

- a) spinner
- b) make
- c) books
- d) trade
- e) killing

6. Well I'm not surprised they are in a mess. It's not exactly _____ – shattering news.

- a) spinner
- b) make
- c) books
- d) till
- e) earth

7. He thinks he is really important but he is only really a big _____ in a small pond.

- a) it
- b) pack
- c) market
- d) shots
- e) fish

8. She's an excellent manager. She runs a really tight _____.

- | | |
|---------|--------------|
| a) deal | d) handshake |
| b) ship | e) bargain |
| c) hat | |

9. I bought them cheap and sold them for a lot. I really made a _____.

- | | |
|----------|------------|
| a) deal | d) trade |
| b) ship | e) killing |
| c) nosed | |

10. Tim was forced to leave his job but he got a very generous golden _____.

- | | |
|----------|--------------|
| a) cats | d) handshake |
| b) flier | e) fish |
| c) hat | |

MOTIVATION IN THE WORKPLACE

Task 1. *In your opinion:*

- What does it mean "to be motivated"?
- Why is motivation so important for work?

Read the text and explain the highlighted words and phrases:

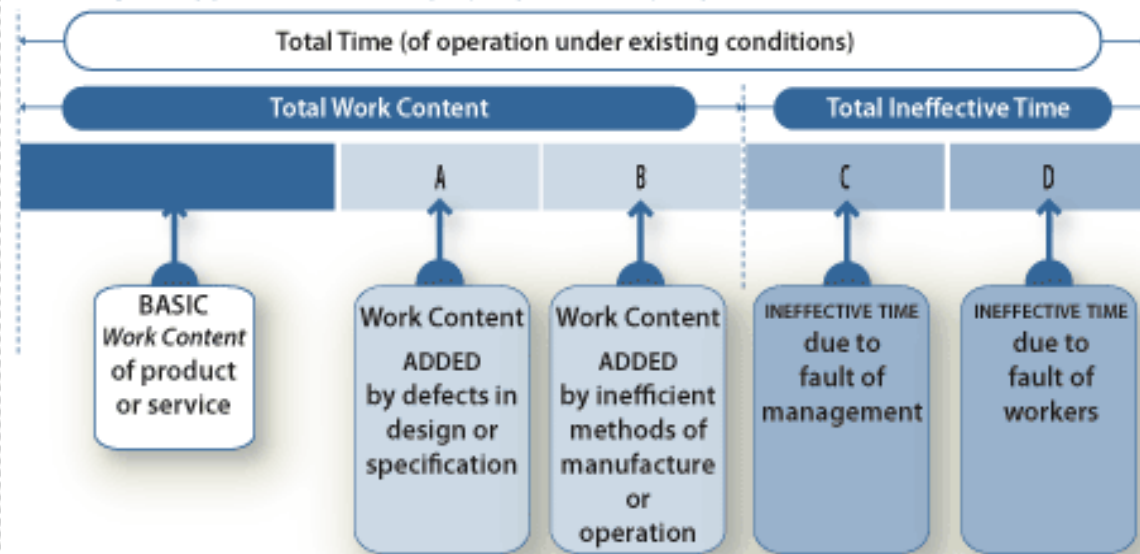
Motivation is the key to performance improvement.

Human nature can be very simple, yet very complex too. An understanding and **appreciation** of this is a **prerequisite** to effective employee motivation in the workplace and therefore effective management and leadership.

Quite apart from the benefit and moral value of an altruistic approach to treating colleagues as human beings and respecting human **dignity** in all its forms, research and observations show that well motivated employees are more productive and creative. The **inverse** also holds true. The schematic below indicates the potential **contribution** the practical application of the principles this paper has on reducing work content in the organization.

Employee Motivation, the Organizational Environment and Productivity

Revealing the opportunities for employee productivity improvements



The ways to employee productivity

• make work easier • make it simpler • make it quicker • make it rewarding • make it safer and • make it fun!

Over time, expect to yield performance improvements in areas A, B, C, and D when optimizing the organizational environment. (Use our supervisory guide to productivity improvement to measure / quantify A, B, C, and D. (Click [HERE](#) for details.))

The importance of the application of ergonomics and effective formal and informal communications is stressed.

- Good ergonomics reduces time and effort.
- Amazing ideas for improvement come from those most undervalued employees—talk and listen to all. [Seek and you will find, ask and you will receive.](#)

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There is an old saying you can take a horse to the water but you cannot force it to drink; it will drink only if it's thirsty – so with people. They will do what they want to do or otherwise motivated to do. Whether it is to **excel** on the **workshop floor** or in the “**ivory tower**” they must be motivated or driven to it, either by themselves or through **external stimulus**.

Are they born with the self-motivation or drive? Yes and no. If no, they can be motivated, for motivation is a skill which can and must be learnt. This is essential for any business to survive and succeed.

Performance is considered to be a function of ability and motivation. Ability in turn depends on education, experience and training and its improvement is a slow and long process. On the other hand motivation can be

improved quickly. There are many options and an **uninitiated** manager may not even know where to start. As a guideline, there are broadly seven strategies for motivation:

- Positive reinforcement/high expectations
- Effective discipline and punishment
- Treating people fairly
- Satisfying employees needs
- Setting work related goals
- Restructuring jobs
- Base rewards on job performance

These are the basic strategies, though the mix in the final “recipe” will **vary** from workplace situation to situation. Essentially, there is a gap between an individuals actual state and some desired state and the manager tries to reduce this gap.

Task 2. *Study the seven strategies for motivating people. Rank them starting from the most important one. Explain your choice.*

Task 3. *Complete the sentences using the words from the text:*

- 1) The quality of students’ work _____ considerably.
- 2) Please accept this gift in _____ of all you’ve done for us.
- 3) A combination of internal and _____ factors caused the company to close down.
- 4) A person’s wealth is often in _____ proportion to their happiness.
- 5) Look at him! He doesn’t even understand the situation, living in _____.
- 6) To the _____ the system seems too complicated.
- 7) A degree is an essential _____ for employment at this level.
- 8) She has always _____ in foreign languages.
- 9) It’s difficult to preserve your _____ when you have no job and no home.
- 10) These measures would make a valuable _____ to reducing industrial accidents.

SET EXPRESSIONS

What word goes best with these verbs?

1) book

a) a factory

c) a room

b) a deal

d) a business

2) set up

a) a room

c) a book

b) a customer

d) a meeting

3) make

a) competition

c) a room

b) a book

d) a deal

4) open

a) a market

c) a manager

b) a competitor

d) a new branch

5) break into

a) a market

c) a deal

b) a competition

d) a TV show

6) face

a) a room

c) a factory

b) competition

d) love

SPEAKING ACTIVITY

GAME “WHAT IS THE MOST IMPORTANT LEADERSHIP TRAIT?”

First read the text and choose one the most important trait to your opinion. The students sharing the same opinion make up a small group and read the corresponding text. In seven-minutes' time each group should present their opinion explaining why this or that feature should be considered the most important one, providing the presentation with examples and proofs. The presentation should last no longer than 5 minutes. Then a series of follow-up questions is provided by the members of other teams.

Five Most Important Leadership Traits.

Some sit and pontificate about whether leaders are made or born. The true leader ignores such arguments and instead concentrates on developing the

leadership qualities necessary for success. Now we are going to discuss five leadership traits or leadership qualities that people look for in a leader. If you are able to increase your skill in displaying these five quality characteristics, you will make it easier for people to want to follow you. The less time you have to spend on getting others to follow you, the more time you have to spend refining exactly where you want to go and how to get there.

The five leadership traits/leadership qualities are:

- Honest
- Forward-Looking
- Competent
- Inspiring
- Intelligent

These five qualities come from Kouzes and Posner's research into leadership that was done for the book *The Leadership Challenge*.

Your skill at exhibiting these five leadership qualities is strongly correlated with people's desire to follow your lead. Exhibiting these traits will inspire confidence in your leadership. Not exhibiting these traits or exhibiting the opposite of these traits will decrease your leadership influence with those around you.

It is important to exhibit, model and display these traits. Simply possessing each trait is not enough; you have to display it in a way that people notice. People want to see that you actively demonstrate these leadership qualities and will not just assume that you have them. It isn't enough to just be neutral. For example, just because you are not dishonest will not cause people to recognize that you are honest. Just avoiding displays of incompetence won't inspire the same confidence as truly displaying competence.

The focus of each of these five traits needs to be on what people see you do – not just the things they don't see you do. Being honest isn't a matter of not lying – it is taking the extra effort to display honesty.

Once you have decided what is the most important feature of a leader, address the corresponding text which will help you reveal your idea.

1. Honesty as a Leadership Quality

People want to follow an honest leader. Years ago, many employees started out by assuming that their leadership was honest simply because the authority of their position. With modern scandals, this is no longer true.

When you start a leadership position, you need to assume that people will think you are a little dishonest. In order to be seen as an honest individual, you will have to go out of your way to display honesty. People will not assume you are honest simply because you have never been caught lying.

One of the most frequent places where leaders miss an opportunity to display honesty is in handling mistakes. Much of a leader's job is to try new things and refine the ideas that don't work. However, many leaders want to avoid failure to the extent that they don't admit when something did not work.

Opportunities to display honesty on a large scale may not happen every day. As a leader, showing people that you are honest even when it means admitting to a mistake, displays a key trait that people are looking for in their leaders. By demonstrating honesty with yourself, with your organization and with outside organizations, you will increase your leadership influence. People will trust someone who actively displays honesty – not just as an honest individual, but as someone who is worth following.

2. Forward-Looking as a Leadership Trait

The whole point of leadership is figuring out where to go from where you are now. While you may know where you want to go, people won't see that unless you actively communicate it with them. Remember, these traits aren't just things you need to have, they are things you need to actively display to those around you.

When people do not consider their leader forward-looking, that leader is usually suffering from one of two possible problems:

The leader doesn't have a forward-looking vision.

The leader is unwilling or scared to share the vision with others.

When a leader doesn't have a vision for the future, it usually because they are spending so much time on today, that they haven't really thought about tomorrow. On a very simplistic level this can be solved simply by setting aside some time for planning, strategizing and thinking about the future.

Many times when a leader has no time to think and plan for the future, it is because they are doing a poor job of leading in the present. They have created an organization and systems that rely too much on the leader for input at every stage.

Some leaders have a clear vision, but don't wish to share it with others. Most of the time they are concerned that they will lose credibility if they share a vision of the future that doesn't come about. This is a legitimate concern. However, people need to know that a leader has a strong vision for the future and a strong plan for going forward. Leaders run into trouble sharing their vision of the future when they start making promises to individuals. This goes back to the trait of honesty. If a leader tells someone that "next year I'm going to make you manager of your own division", that may be a promise they can't keep. The leader is probably basing this promotion on the organization meeting financial goals, but the individual will only hear the personal promise.

Leaders can communicate their goals and vision for the future without making promises that they may not be able to keep. If a leader needs to make a promise to an individual, it should be tied to certain measurable objectives being met. The CEO in the example didn't realize how much damage he was doing by not demonstrating the trait of being forward-looking by communicating his vision with the organization.

The CEO was forward-looking. He had a plan and a vision and he spent a lot of time thinking about where the organization was headed. However, his fear of communicating these things to the rest of the organization hampered his leadership potential.

3. Competency as a Leadership Quality

People want to follow someone who is competent. This doesn't mean a leader needs to be the foremost expert on every area of the entire organization, but they need to be able to demonstrate competency.

For a leader to demonstrate that they are competent, it isn't enough to just avoid displaying incompetency. Some people will assume you are competent because of your leadership position, but most will have to see demonstrations before deciding that you are competent.

When people under your leadership look at some action you have taken and think, "that just goes to show why he is the one in charge", you are demonstrating competency. If these moments are infrequent, it is likely that some demonstrations of competency will help boost your leadership influence.

Like the other traits, it isn't enough for a leader to be competent. They must demonstrate competency in a way that people notice. This can be a delicate

balance. There is a danger of drawing too much attention to yourself in a way that makes the leader seem arrogant. Another potential danger is that of minimizing others contributions and appearing to take credit for the work of others.

As a leader, one of the safest ways to “toot your own horn without blowing it”, is to celebrate and bring attention to team achievements. In this way you indirectly point out your competency as a leader. For example: “Last year I set a goal of reaching \$12 million in sales and, thanks to everyone’s hard work, as of today, we have reached \$ 13.5 million.”

4. Inspiration as a Leadership Trait

People want to be inspired. In fact, there is a whole class of people who will follow an inspiring leader – even when the leader has no other qualities. If you have developed the other traits in this article, being inspiring is usually just a matter of communicating clearly and with passion. Being inspiring means telling people how your organization is going to change the world.

A great example of inspiration is when Steve Jobs stole the CEO from Pepsi by asking him, “Do you want to sell sugar water for the rest of your life, or do you want to change the world?” Being inspiring means showing people the big picture and helping them see beyond a narrow focus and understand how their part fits into the big picture.

One technique to develop your ability to inspire is telling stories. Stories can be examples from your customers, fictitious examples from your customers, or even historical fables and myths. Stories can help you vividly illustrate what you are trying to communicate. Stories that communicate on an emotional level help communicate deeper than words and leave an imprint much stronger than anything you can achieve through a simple stating of the facts.

Learning to be inspiring is not easy – particularly for individuals lacking in charisma. It can be learned. Take note of people who inspire you and analyze the way they communicate. Look for ways to passionately express your vision. While there will always be room for improvement, a small investment in effort and awareness will give you a significant improvement in this leadership trait.

5. Intelligence as a Leadership Trait

Intelligence is something that can be difficult to develop. The road toward becoming more intelligent is difficult, long and can’t be completed without

investing considerable time. Developing intelligence is a lifestyle choice. Your college graduation was the beginning of your education, not the end. In fact, much of what is taught in college functions merely as a foundational language for lifelong educational experiences.

To develop intelligence you need to commit to continual learning – both formally and informally. With modern advances in distance, education it is easy to take a class or two each year from well respected professors in the evening at your computer.

Informally, you can develop a great deal of intelligence in any field simply by investing a reasonable amount of time to reading on a daily basis. The fact is that most people won't make a regular investment in their education. Spending 30 minutes of focused reading every day will give you 182 hours of study time each year.

For the most part, people will notice if you are intelligent by observing your behavior and attitude. Trying to display your intelligence is likely to be counterproductive. One of the greatest signs of someone who is truly intelligent is humility. The greater your education, the greater your understanding of how little we really understand.

You can demonstrate your intelligence by gently leading people toward understanding – even when you know the answer. Your focus needs to be on helping others learn – not demonstrating how smart you are. Arrogance will put you in a position where people are secretly hopeful that you'll make a mistake and appear foolish.

As unintuitive as it may seem, one of the best ways to exhibit intelligence is by asking questions. Learning from the people you lead by asking intelligent thoughtful questions will do more to enhance your intelligence credibility than just about anything. Of course this means you need to be capable of asking intelligent questions.

Everyone considers themselves intelligent. If you ask them to explain parts of their area of expertise and spend the time to really understand (as demonstrated by asking questions), their opinion of your intelligence will go up. After all, you now know more about what makes them so intelligent, so you must be smart as well. Your ability to demonstrate respect for the intellect of

others will probably do more to influence the perception of your intellect than your actual intelligence.

1. Read the text and try to explain what these recommendations imply. Do you agree or disagree with the idea? Why?

Rules For Women To Climb The Career Ladder

According to an article by Julie Steinberg in The Wall Street Journal, one of the reasons why women hold so few executive officer positions and board seats in Fortune 500 companies is because they often lack the types of intangible skills that are needed to gain attention from management and that lead to higher-level roles. How can women get ahead and reach the executive level? Steinberg recommends nine rules women should follow:

1. Promote yourself legitimately.
2. Do work no one else wants to do.
3. Leave to get ahead.
4. Dress well and play golf.
5. Cultivate the people in charge.
6. Know what you want and go for it.
7. Network with your peers.
8. Change your view of a “woman’s career”.
9. Work hard.
10. Make your own career.
11. Follow the patterns of “male behaviour”.

2. Now read the article itself matching the rules with the paragraphs:

Some Rules Women Must Follow to Get Ahead

Women held just 14.1 % of executive officer positions in 2011 at Fortune 500 companies, down from 14.4 % in 2010, according to recent research conducted by Catalyst, a *nonprofit* organization that seeks to advance women in business. When it comes to boards, women held 16.1 % of *seats* in 2011, compared to 15.7 % in 2010.

Why are the numbers so low? Despite their talent, education and hard work, many women simply aren’t chosen for roles that lead to greater success

later. Women often don't have the intangible skills needed to gain the attention of higher-ups at the company.

1) _____

Doing *excellent* work is a *baseline*. If you don't produce outstanding results, you won't attract the notice of *bigwigs* at the firm who can propel your career forward. Hard work also *entails* knowing which skills you need to develop to get to where you want to be. "Many people want to jump levels and get *to the top by their gut feel*, but what you don't know can really create a *minefield* for you," says Karen Peetz, vice chairman at BNY Mellon and one of three women on the executive committee. "Things like driving a strategy, managing staff, understanding financials are often learned more at the micro level before you get to the macro. You need that experience before *leaping ahead*."

2) _____

Stepping up when no one else is will is a great way to get noticed. In 2001, Donna Milrod was a recently-minted managing director at Deutsche Bank when she offered to take on a project no one else wanted. Her task was to *devise* a strategy for handling internal regulatory issues stemming from the firm's acquisition of Bankers Trust. "I took a risk early on to volunteer for this really horrible *assignment* that was really critical," she said. "I felt that I had the skills, even though I was relatively junior." Succeeding in the assignment gained her exposure to the board and to senior management. As a result, she was offered a permanent post overseeing regulatory issues. Succeeding in those position ultimately landed her the title of deputy chief executive of Deutsche Bank Americas, which she holds today.

3) _____

Figuring out who has the most powerful voice in the room is the first key to your success. The second is devising strategies to attract their interest in your career. Mentors are important for giving you guidance on your career. Sponsors are more critical because they're the ones banging on the table to bring you on for a new job or assignment. Accordingly, you must treat them differently. Rosalie Mandel, a principal at accounting firm Rothstein Kass, recommends telling your mentor the good, the bad and the ugly and telling your sponsor only the good.

4) _____

Being clear about your goals is *paramount*. Veronika Sonsev was the first woman in AOL's business affairs department, which handled the company's mergers and acquisitions as well as corporate transactions through ad sales, when she joined in 1998. Now 37, she's had experience starting her own companies and is the founder of Women in Wireless, a nonprofit that promotes female leaders in mobile and digital media. "In the summer of 2010, before I *quit* my job, I would go around telling everyone I was an entrepreneur and that I was starting my own company," she said. "Once I called myself an entrepreneur, I was thought of as one." Women who get to the top understand that no one else can do for them.

5) _____

You can be doing great work, but if no one knows about it, you might as well be *invisible*. Deborah Buresh Jackson worked at Goldman Sachs in the 1980s in healthcare investment banking, a group that was just starting to get hot. Her first week, she was assigned to work on a \$95 million transaction that involved raising money for the expansion of a hospital in Memphis, Tenn. "When you're on the road, it's really hard for senior management back in the office to know what you've done. I learned early on to tell the senior people how exactly I had *contributed to* the deal," she said. Her team discovered the hospital couldn't borrow as much as it wanted. She told the bank's three partners, and as they learned of her interactions with the clients, they felt comfortable assigning her to more projects and allowing her to develop her own clients. She was promoted to vice president from associate and remained at Goldman for a decade before starting her own boutique investment banking firm.

6) _____

Many women make the mistake of *seeking* sponsorship from only the people above them. Some of the people you work with are going to be in charge and could help you rise in the ranks. "It's connections with people your own age that will help you get promotions," said Amy Smith, a former head of distressed debt trading at Morgan Stanley and the co-founder of The New Agenda, an organization dedicated to advancing women into leadership roles.

7) _____

Sometimes you can fast **track** your career by walking out the door. Casey Stavropoulos, 35, joined APCO Worldwide as a manager of crisis communications in December 2004, then left last November to become vice president of strategy and marketing at Tula Foods, a Chicago-based consumer goods company. She believes it would have taken her 15 years to move up the **corporate ladder**. Now, she's one of three **principals** at the **start-up** foods company. "It's definitely stepping outside the box, but there's something about paving your own way," she said.

8) _____

The old **adage** "dress for success" still holds true. "Men of a certain caliber have bespoke suits. Women tend not to be as conscious that dress is part of their professional brand," says Rand Kaspi of LawScope Coaching. You don't need a **bespoke** suit, but you do need to avoid walking around in flats and khakis with a sweater set. Once you dress the part, act the part with both clients and superiors. Whether that means studying up on squash because a client is a **devotee** or brushing up on vintage wines because a vice president once expressed his penchant for them, you'll need to delve into hobbies you may not have considered. If all this talk of hobbies is making you think of the one sport through which deals are made, you are correct: You need to learn how to play golf. You don't have to be good, but you have to be competent enough to be invited for quality bonding time.

3. Find in the text the words that mean the following:

- a) a job;
- b) notice taken of someone or something;
- c) be without or deficient in;
- d) to employ or hire;
- e) work for an organization without being paid;
- f) an ascent;
- g) organize and carry out;
- h) unable to be touched; difficult or impossible to define or understand;
- i) exceptionally good;
- j) a hope or ambition of achieving something;

k) a group of people constituted as the decision-making body of an organization;

l) put an obstacle;

m) a mental impression;

n) deliberately, intentionally; on purpose;

o) a companion; mate;

p) having a decisive or crucial importance in the success or failure of something;

q) try to acquire or develop.

4. Explain the meaning of the words from the text without looking up in a dictionary:

Nonprofit – _____;

Seats – _____;

Intangible – _____;

Excellent – _____;

Baseline – _____;

Bigwigs – _____;

To entail – _____;

To the top by one's gut feel – _____;

Minefield – _____;

Leap ahead – _____;

To devise – _____;

Assignment – _____;

To figure out – _____;

Paramount – _____;

To quit – _____;

Invisible – _____;

To contribute to – _____;

To seek – _____;

To track – _____;

The principals – _____;

Corporate ladder – _____;

A start-up – _____;

An adage – _____;
Bespoke – _____.

5. Fill in the gaps with the words from the text.

- 1) Sam did not _____ for friends.
- 2) She retired from her _____ as marketing director.
- 3) Vague and abstract, the rose symbolized something _____ about their relationship.
- 4) I _____ my services.
- 5) Blocking her escape the government tried to _____ an agreement on farm subsidies.
- 6) He sits on the _____ of directors.
- 7) Temperature is a _____ factor in successful fruit storage.
- 8) The team have been rewarded for their _____ performance.
- 9) This week we are going to _____ new workmen.
- 10) Hollywood's perception of the tastes of the American public we need to challenge many popular _____ of old age.
- 11) In the second trial he _____ his own defence surveys.
- 12) In the context of marketing, the marketer wants the communication, in the form of a promotional message, to _____ and to be understood, believed, and remembered.
- 13) He _____ an air of indifference.

6. Write an abstract to the article (100–120 words).

7. Fill in the text with suitable words.

Is Your Leadership Image Helping Or Hurting Your Career?

What I learned during my _____ of the career ladder in corporate America is that nothing will help you stand out more than doing excellent work that produces _____ results. Not being assigned projects that will allow you to demonstrate your skills? Then _____ to take on projects that will show your strengths and allow you to _____ the necessary experience to move to the next level. Know what you want and go for it: If you don't know where you want to go, how will you _____ how to get there? Take the time to

clearly define your career _____ and then _____ research to find out the skills and experience necessary to succeed in those _____. Once you have this information you can create a career strategic plan. Having a career plan in place will ensure you achieve your _____ efficiently and effectively – just like using a roadmap helps you reach a destination.

Working for a company that doesn't recognize your talent or where a manager is _____ your career? When a boss purposely halted my career advancement, I chose to _____ a position with another company. I was able to demonstrate my skills and was promoted three times within two years. Word spread quickly within the industry and the senior vice president of a different division in my former company sought me out, luring me back with a higher-level position and more _____.

What you wear creates an image or _____ of the type of person you are, so choosing the right attire and acting the part is _____. As the old _____ goes, "perception is reality" and women wanting to reach executive-level positions need to think about and consciously determine the type of image they want to project at work by choosing appropriate clothing, hair style, and make-up.

As for playing golf, I had to laugh at this rule. As the only female on the management team of the service division of a large medical equipment corporation, one of the first actions I took was to learn to play golf. At this company, national meetings always _____ a golf outing and, as the only female, it was a great way to get myself noticed. Especially when on one of the golf holes I won the "longest drive" competition – you better believe management sat up and took notice!

Lisa Quast

8. Speaking.

Prepare a speech on "Advise to Follow: What Should a Woman Do to Quickly Climb her Career Ladder".

9. Read the text and mark the following statements true (T) or false (F).

10. Key Strategies for Women's Career Advancement with a simple exercise to help. Number One – Networking

There is growing body of literature and research for women who want to advance their careers but unlike some of the early stuff this is not of the “strut your stuff, pad your shoulders and play the men at their own game” variety. Thank goodness – I never looked good with padding!

We're moving on and the research reflects this. There is an understanding that men and women are different and bring different skills and qualities to the workplace, of equal value. Even the term “glass ceiling” is being replaced by “glass labyrinth” as it's acknowledged that women can get to the top, but by a more circuitous route than their male counterparts. A path still strewn with obstacles.

Janna Walvoort of the London School of Economics has undertaken an extensive literature review with a follow up survey, looking at the main barriers women face in their organisations, and at the 8 coping strategies thought to be commonly used to overcome these barriers for women's career advancement. The strategies are:

- family and career balance;
- understanding corporate culture;
- systematic investment in career and development;
- confidence;
- knowledge of own strengths;
- networking;
- role models;
- career planning.

Four strategies stood out as being of particular significance in helping the women in Walvoort's survey progress with their careers: networking, role models, confidence and knowledge of strengths. In a series of four articles I'll look at each of these in turn from a coaching women perspective and suggest options or exercises for you to follow.

1. Men are thought to contribute as much as women to the workplace.
2. The term glass ceiling is connected with achieving top positions in a company.

3. Baring children is regarded as one of the reasons for women's inability to get a higher post.

BUSINESS IDIOMS 2

1. The accountant had stolen a lot of money. He had had his hand in the _____ for years.

- | | |
|------------|------------|
| a) spinner | d) till |
| b) make | e) killing |
| c) books | |

2. John doesn't look very impressive but he's one of the big _____ in this industry.

- | | |
|-----------|----------|
| a) it | d) shots |
| b) pack | e) earth |
| c) market | |

3. I've had enough. I'm going to hang up my _____ and retire.

- | | |
|----------|----------|
| a) cats | d) shots |
| b) flier | e) fish |
| c) hat | |

4. You can make a lot of money selling this product. It's a real money – _____ .

- | | |
|------------|------------|
| a) spinner | d) trade |
| b) ship | e) killing |
| c) nosed | |

5. If you want to succeed in this business you need to always stay ahead of the _____ .

- | | |
|----------|----------|
| a) curve | d) till |
| b) pack | e) earth |
| c) books | |

6. It's hard doing business with Maggie. She drives a hard _____.

- | | |
|----------|--------------|
| a) cats | d) handshake |
| b) flier | e) bargain |
| c) hat | |

7. He's the only person who imports this product. He's really cornered the
_____.
a) it d) till
b) pack e) earth
c) market
8. We're both competing for the same business. Perhaps we can cut a
_____ to share out the work?
a) deal d) handshake
b) flier e) bargain
c) hat
9. I wouldn't trust Harry an inch. He's definitely someone who is on the
_____.
a) spinner d) trade
b) make e) killing
c) nosed
10. Now that I've got a million pounds in savings I really feel I've made
_____.
a) it d) till
b) make e) earth
c) books

TEST 1

1. Choose the best option:

1. Talking about your experience and _____ is the most important part of any job interview.
a) qualifications b) qualifiers c) qualms
2. When you talk about your education, remember to use the past tense(s), for example: “I _____ the University of Warsaw from 1992 to 1996.”
a) attend b) attended c) went
3. If you are currently studying, you can say something like: “I am _____ studying at the University of Southern California.”
a) presently b) present c) current
4. P1: Do you have any special _____ in your field? P2: Yes, I took a one-year course on Advanced Web Design in 1998.
a) trade b) trains c) training
5. Did you _____ the fact that you speak five languages?
a) speak b) say c) mention
6. You always have to make _____ with prospective employers.
a) eye contact b) eyes c) chat
7. What do you do? I work _____.
a) by advertising b) in advertising c) advertising
8. “_____” is a common way of saying “functions or features”.
a) Functionality b) Flavor c) Scope
9. A _____ is an outside company with whom your company has a business relationship.
a) bender b) vendor c) lender
10. IBM provides a variety of networking _____ for its clients.
a) salutes b) solvents c) solutions
11. How good are you at _____? I’m great at it! I can do seven things at the same time.
a) multiple task making b) multitasking c) multijobbing
12. If someone asks you about your “time _____ skills”, they want to know how well you manage your time (at work).
a) restraint b) advertising c) management

13. Did Robert leave you a message? I don't know, I haven't checked my _____.
- a) voice post b) voice mail c) vocal mail
14. David, Mr. Suzuki called. He would like you to _____ as soon as you can.
- a) call him back b) call back to him c) lender
15. I'd like to speak to Mr. Kim. This is _____ (= about) his credit card application.
- a) regarding b) regards c) guarding

2. Choose the best (most logical) response to complete each of the following sentences:

1. I get along well with most of my _____ (*colleagues/employees*) (= co-workers).
2. I got a _____ (*premonition/promotion*) last year.
3. He's not very _____ (*producing/productive*). He just chats to his friends on Facebook all day.
4. I'm pretty _____ (*content/contained*) (= happy) with the way things are going.
5. Everyone seems to have gotten a _____ (*raise/boost*) (= an increase in salary) except me.

3. Complete the gap in each sentence with one of the following words in the correct form:

ACCEPT | SIGN | SEND | ATTEND | APPLY | FILL | OFFER | CALL

Nearly 200 people _____ for the job that was advertised in the local newspaper.

Before you _____ the contract make sure you have read it through carefully.

You should always _____ in the application form as honestly as possible.

Do you know that job I applied for? Well, I've been _____ for an interview.

I've _____ 5 interviews so far and still haven't been _____ a job.

In the end I decided to _____ the job and started last week.

This job looks interesting. I think I'll _____ off for more information.

TEST 2

1. Choose the best option:

1. Most jobs require relevant experience. That's why it is important to explain what experience you have in _____.

- a) detail b) details c) exact

2. My supervisor was always very pleased with my _____.

- a) performers b) performance c) pro-forma

3. The development of a new database structure was one of my greatest _____ in my last position.

- a) refreshments b) accomplishments c) accomplices

4. I have a lot of experience _____ with customers.

- a) toying b) satisfying c) working/dealing

5. I feel very _____ doing this type of work.

- a) comfort b) comfortable c) scared

6. If you own a lot of stock in a company, you are considered one of its major _____.

- a) share keepers b) share takers c) shareholders

7. In business, _____ is either a period when some kind of machinery isn't working, or a slow period.

- a) downtime b) down period c) sleep time

8. One of our corporate objectives is to develop _____ relationships with key customers.

- a) static b) strategic c) strategy

9. You have to be less competitive and more _____.

- a) cooperating b) cooperation c) cooperative

10. Our goal is to provide customers with high-quality products at _____ prices.

- a) competitive b) complete c) competent

11. We have to develop a _____ to get more clients.

- a) strategies b) strategic thinking c) strategy

12. Do you work in marketing?

No, I'm in _____.

- a) sales b) selling c) salesperson

13. _____ (= building connections) is very important in business.
 a) Networking b) Netting c) Net
14. A “team _____” likes working with other people and sharing ideas with them. Someone who doesn’t like working with other people is not a team _____.
 a) play b) player c) person
15. To “reevaluate” something means _____.
 a) to complete one’s work
 b) to judge something
 c) to revise one’s assessment of something

2. Choose the best (most logical) response to complete each of the following sentences:

1. We don’t have _____ (*assess/access*) to that information.
2. The _____ (*upper/up*) management people are not very well liked by the rest of us.
3. I’m taking a week _____ (*off/of*) to go on vacation.
4. The work load isn’t too _____ (*dense/heavy*).
5. They provide us with a good benefits _____ (*pack/package*).

2) Fill in the gaps with one of the words below:

Atmosphere	contact	orders	earns
career	employee	success	full
colleagues	interview	candidates	office

- a) I’d like to work with _____.
- b) I need more money so I’m going to get a _____ – time job.
- c) I’d never like to work in an _____, I think it’s boring
- d) My sister _____ bout £800 a month.
- e) There were three _____ for the job.
- f) Our boss is on _____ his week. It’s great!
- g) I’d like to work as a _____ when I leave school.

ENGLISH-UKRAINIAN GLOSSARY

ENGLISH	ПЕРЕКЛАД
to abolish	скасувати, знищити, усунути
abuse	зловживання
access	доступ
account	рахунок, внесок, депозит
accountancy (UK) accounting (US)	рахівництво, бухгалтерська справа
accumulation of capital	накопичення капіталу (основних фондів)
to acquire	1) отримувати, надбати, купувати; 2) здобувати; 3) набути (знання)
activity	1) діяльність; 2) активність, зростання (попиту, ринку)
adequate	1) відповідний, належний; 2) достатній; 3) компетентний
adherence	строге слідування правилам
to adopt	1) приймати; 2) засвоювати
to advocate	1) захищати, виступати в захисті; 2) підтримувати; 3) відстоювати
agent	1) агент, представник; 2) посередник; 3) діюча сила, фактор
aid	1) допомога, підтримка; 2) помічник
to allege	1) стверджувати (безпідставно); 2) посилатися; 3) приписувати
allocation of resources	розподіл ресурсів
altruistically	альтруїстично

analyses– мн. від analysis	1) аналіз, дослідження; 2) теорія; 3) метод розрахунку
applicable	придатний; відповідний
to apply	1) звертатися (з проханням); 2) подавати заяву; 3) використовувати (to); 4) додавати
appraisal	1) оцінка; експертиза; 2) оцінна відомість, оцінний документ; 3) атестація
approach	підхід, метод, спосіб
to argue	1) аргументувати, наводити доводи, доводити, стверджувати; 2) обговорювати; 3) сперечатися
to ascertain	1) встановлювати; визначати; 2) індивідуалізовувати (товар)
assassination	1) віроломне вбивство; 2) вбивство за політичними мотивами; 3) вбивство за замовленням
to assert	стверджувати, заявляти, відстоювати, захищати (претензію, право)
assertion	ствердження, відстоювання (прав, претензій)
assets	власність, ресурси, активи
assumption	1) брати (відповідальність, владу); 2) припущення, презумпція
assurance	гарантія, запевнення, пересвідчення
to attest	свідчити, завіряти

balance of payments	платіжний баланс, рахунки зовнішньоекономічної діяльності (система рахунків, що відображає вартісне вираження всіх зовнішньоекономічних операцій країни за встановлений період часу)
bank deposit	банківський внесок, депозит
to bargain	1) торгуватися за ціну; 2) вести переговори, домовлятися; 3) укласти угоду; 4) дійти згоди (for), домовитися
basis	базис, основа
to be bound	бути зобов'язаним
bias	1) відхилення; тенденція; 2) схильність, пристрасть, упередження, переконання
blackmail	шантаж, вимагання, здирництво
bond	облігація
bonus	1) премія, нагорода; 2) бонус; 3) додатковий дивіденд
book-keeping (=bookkeeping)	рахівництво, бухгалтерська справа
to borrow	позичати, (гроші або інший актив)
bourgeois	капіталіст, буржуа
bourgeoisie	буржуазія
budget restriction = budget limitation	бюджетне обмеження, обмеження бюджету
bulk	1) маса; 2) обсяг; 3) більша частина, основна частина
capacity	потужність виробництва, потенціал виробництва

capital assets	основні фонди, матеріальні оза обігові [довгострокові] активи, основний капітал
capital flow	рух капіталу, приплив капіталу, потік капіталу
capital goods	1) засоби виробництва; 2) капітальна власність
capital offense (offence (UK)	1) серйозне правопорушення; 2) злочин, що карається смертною карою
to carry out	виробляти, виконувати, здійснювати
to cause	спричиняти, викликати
charge	1) збір, надходження, відрахування; ціна; комісія (за послуги); плата; 2) внесення на рахунок; запис у борг; дебетовий запис
charter	статут
chattel	1) рухома власність; 2) раб, невільник
to cheat	підробляти, обманювати
to cite	1) цитувати, посилатися; 2) перераховувати (факти)
civil liberties	Громадянські свободи
claim	1) вимога 2) претензія, позов 3) твердження, заява
to claim responsibility	брати на себе відповідальність (за теракт)
close	1) близький; 2) закриття бухгалтерських книг (у кінці облікового періоду)
code	кодекс
to coerce	змушувати
coercion	1) примус, примушування, примушення, насилля; 2) сила примусу; можливість примусу
coercive	силуваний, вимушений

coinage	1) монетна система; 2) карбування монети; 3) металічні гроші
collapse	розруха, загибель, крах, падіння
collateral	забезпечення, застава, додаткове забезпечення
commerce	1) торгівля (оптова); 2) комерція
commensurate	відповідний
commodity	товар, продукт (продукт праці, що призначений на продаж)
Common Market	спільний ринок (неофіційна назва Європейського економічного товариства)
common practice	встановлена практика
Commonwealth of Nations	Співдружність Націй (міжурядове об'єднання Великобританії й більшості колишніх англійських домініонів, колоній і залежних територій. До її складу входять 50 держав; статуту чи конституції, щоб визначали структуру й цілі Співдружності, немає)
communism	комунізм
compatible	сумісний, подібний
to compete	змагатися, конкурувати
competition	конкуренція, змагання
compliance	згода, схвалення
to comply with	підкорятися
compulsory	примусовий, обов'язковий
to condemn	1) засуджувати, ганьбити; 2) ганджувати, бракувати
conscious	свідомий, осмислений
consequence	наслідок
concession	1) знаходження; 2) концесія

to consider	1) розглядати, обмірковувати; 2) вважати; 3) брати до уваги, враховувати
consistent	1) послідовний; 2) стійкий; 3) сумісний
consumer	споживач
consumerism	1) стимулювання споживчого інтересу; 2) захист інтересів споживача
consumption	1) споживання, витрати; 2) сфера споживання
contributor	асистент, помічник
controversial	спірний, сумнівний, той, хто спричиняє суперечку, дискусійний
copyright law	авторське право, законодавство про авторське право
corporation	об'єднання, товариство, корпорація
corporation tax corporate income tax	корпоративний податок, податок на корпорації, податок на прибутки корпорації
corvee	1) панщина; 2) рабська праця, тяжка праця
counsel	порада; побажання, настанова
counterproductive	той, хто призводить до протилежних результатів
to credit	1) вірити, довіряти; 2) кредитувати; 3) приписати (комусь чийсь дії)
credit history	досьє позичальника, кредитна історія (інформація про виконання ним минулих та поточних зобов'язань за кредитами (для оцінки ризику при наданні нового кредиту))
criteria (мн. ч. від criterion)	критерії

currency	валюта, гроші
customs union	митний союз
de facto	де-факто, насправді, фактично, в дійсності
defensive	захисний, оборонний, захищаючий, направлений на захист
delay	затримка, запізнення, зволікання, відстрочення
to deny	1) заперечувати, спростовувати, спростувати; 2) позбавляти
to deposit	1) вносити, класти в банк, депонувати, здавати на зберігання; 2) давати завдаток
depreciation	амортизація (поступове списання вартості активу в видатки тих звітних періодів, в яких очікується отримання прибутків від використання цього активу)
to derive	походити, отримувати, витягати (from)
derogation	1) часткове скасування (закону); 2) пониження (прав, свобод)
to destroy	руйнувати, зносити, ліквідувати
detractor	наклепник, поклепник; обмовник
to the detriment of	за рахунок чогось
devastating	спустошливий, руйнівний
developing countries	країни, що розвиваються
direct	прямий, безпосередній
direct relationship	прямий зв'язок
disaster	нещастя, катастрофа
discharge	1) виплата; 2) виконання
disclosure	розкриття; викриття (інформації); повідомлення, розголошення
discrepancy	розходження, невідповідність, різниця

disparity	1) нерівність; 2) невідповідність, диспропорція
dispute settlement	урегулювання розбіжностей, конфлікту
disruption	1) підрив, зрив, крах; 2) розкол
to distribute	1) розподіляти, роздавати; 2) розміщувати; 3) класифікувати; 4) розсилати, розповсюджувати
distribution	1) роздача, розподіл; 2) розповсюдження
diverse	багатоманітний, різноманітний, різний, різнотипний
dividend	дивіденд (частина прибутку компанії, яка розподіляється між акціонерами; може розподілятися в формі додаткових грошей чи акцій)
domestic currency	місцева (національна) валюта
to drain	виснажувати, спустошувати, висмоктувати
drastically	рішуче, радикально
drawings	вилучення (з чистого прибутку індивідуальному підприємцю або партнеру, що є аналогічними до дивідендів в акціонерній компанії)
to earn	1) заробляти; 2) заслуговувати
economic activity	ділова активність
economic development	економічний розвиток
economic sanctions	економічні санкції
economics	економіка, народне господарство, економічна наука, політекономія, господарське життя

in effect	у дійсності
effort	зусилля, напруження, спроба
egalitarian	прибічник рівноправ'я, егалітарист
electoral rights	виборче право
embargo	ембарго, заборона
to embody	1) втілювати в життя, уособлювати, містити в собі; 2) об'єднатися, злитися (в акціонерне товариство)
emergence	поява, вихід
employer	підприємець, роботодавець
to encourage	схвалювати, сприяти
to enforce	1) змушувати, наполягати; 2) вводити в дію (закон і т.ін.), виконувати
enforceable	1) той, що має позовну силу; 2) те, що можна примусово здійснити в судовому порядку; 3) забезпечений правовою санкцією
enforcement	примус, стягнення, тиск
to engage	1) наймати (адвоката); 2) займатися чимось (in/on/with); 3) зобов'язатися (oneself)
to enhance	збільшувати, збільшити(ціну, якість, авторитет, значення); посилювати, посилити
enormous	величезний, гігантський, здоровезний
enterprise	1) підприємство (ризиковане); 2) промислове підприємство; 3) завод, фабрика
entitlement	1) право на що-небудь; 2) документ про право; 3) надання права

entity	1) економічний суб'єкт, економічна одиниця; 2) юридична [організаційно-правова] форма (організації компанії; напр. акціонерне товариство)
entrepreneurship	підприємництво
equity	власний капітал
established	1) заснований, закладений; 2) установлений; запроваджений; 3) визнаний
establishment	1) установа; 2) підприємство; 3) затверджені штати, штатний розклад; 4) весь державний устрій
European Central Bank	Європейський центральний банк (загальноєвропейський центральний банк, створений у 1998 р. державами-членами ЄС для керування єдиною європейською валютою.)
European Economic Community	Європейська Економічна Співдружність (група західноєвропейських держав (Бельгія, Великобританія, Греція, Данія, Ірландія, Іспанія, Італія, Люксембург, Нідерланди, Португалія, Франція, Німеччина), що об'єдналися в економічний союз у 1957р.
European Investment Bank	Європейський інвестиційний банк
European Union	Європейський Союз (економічна асоціація 12-ти країн Європи, створена 1 листопада 1993 р.)
evaluating	уособлення
evidence	1) підстава; 2) дані, факти; 3) доводи

to evidence	1) служити доводом, показувати; 2) переконувати, посвідчити; 3)свідчити, виступати свідком
to exact	1) вимагати; 2) добиватися; 3) стягувати
to exaggerate	1) перебільшувати, ускладнювати; 2) надмірно перебільшувати
to examine	1) вивчати, досліджувати; 2) розглядати; 3) перевіряти
to exceed	перебільшувати, перевершувати
excess	надлишок
exchange rates	валютний курс, курс обміну валют
excise tax	акцизний збір
to exhibit	показувати, демонструвати
to expand	1) розширяти(ся), збільшувати(ся) в обсязі; 2) розвивати(ся)
expenditure	витрата (процес використання ресурсів (часу, грошей, зусиль і т. ін.)
exploitative	експлуатаційний
extent	1) розмір; 2) ступінь, міра; 3) обсяг
externalities	зовнішні ефекти, екстерналії
extra	1) додатковий; 2) спеціальний;
to facilitate	полегшувати, сприяти, допомогти
famine	1) голод; 2) гостра нестача (чого-небудь.)
to favor (favour (UK))	1) сприяти; 2) допомагати; 3) підтримувати, протеоцінювати;

	4) надавати перевагу
feudal	феодальний
feudalism	феодалізм
financial accounting	фінансовий облік (процес збирання та обробки інформації про економічну діяльність організації, її ресурси й зобов'язання, що завершується складанням фінансової звітності)
financial statement(s)	фінансовий звіт
financial market	фінансовий ринок (узагальнюючий термін для ринку капіталів, грошового ринку, валютного ринку)
findings	отримані дані, інформація
to fire	звільняти з роботи, з посади
fisheries	рибоохоронний
flat	1) рівний, плаский; 2) однаковий
to fluctuate	1) коливати(ся), бути нестійким; 2) мінятися (про ціни, попит)
to forge	підробляти документ, виготовляти фіктивний документ
to foster	сприяти, заохочувати, заохотити, стимулювати
fraud	обман; шахрайство
free market	вільний ринок, вільна торгівля
to frighten	залякувати
full employment	повна зайнятість
funds	фонди, гроші
to furnish	постачати, постачити; обладнувати (with)
General Agreement on Tariffs and Trade (GATT)	Генеральна угода про митні тарифи і торгівлю (підписана 23 країнами 30.10.1947 р. в Женеві. У 1995 р. передала свої функції Всесвітній торговій

	організації)
to generate	1) визивати, подовжувати; 2) виготовляти, генерувати, робити
goods and services	товари та послуги
to gouge	обманювати; назначати завищену ціну
governmental authorities	державна влада
gross domestic product (GDP)	валовий внутрішній продукт, (ВВП) (сукупна вартість товарів та послуг, створених всередині країни за певний період (зазвичай рік), один з основних макроекономічних показників)
guerrilla warfare	партизанська війна
health care	охорона здоров'я
hence	1) значить; 2) отже; отож
heritage	спадщина, спадок
heterogeneous	гетерогенний, неоднорідний, різнорідний, різнотипний
hierarchical	ієрархічний
to highlight	висувати на перший план
Holy See	папський престол
home rule	самоврядування, автономія
homemaker	хазяйка дому, мати родини
household	домашнє господарство, двір, дім (як предмет господарських турбот)
human rights	права людини
ills	біди, нещастя
impact	1) імпульс; 2) вплив
to implement	виконувати, здійснювати
to impose	1) обкладати, обкласти (податком) (оп/upon); 2) накладати (обов'язок);

	3) нав'язувати; 4) обманювати
inaccessible	недоступний, незбагнений
incentive	стимул, заохочення
income	надходження, заробіток, дохід
income statement	декларація про доходи (офіційний документ, що вміщає інформацію про доходи його автора, як правило, з метою оподаткування)
income tax	прибутковий податок
indigenous	місцевий, туземний
indirect	непрямий
to induce	1) заохочувати, стимулювати; 2) причиняти
industrial revolution	промислова революція
inevitable	неминучий
information technology (= infotech) (IT)	інформаційні технології (що пов'язані з створенням, обробкою, зберіганням, пересилкою й керуванням інформацією)
ingot	зливков
inherent	1) властивий; 2) вроджений, внутрішній
inheritance	спадок, спадщина
initial	(перший) початковий
insider trading	інсайдерські торгівельні операції з цінними паперами, купівля (акцій) проінформованою особою
instant	момент, мить
to institute	1) встановлювати, вводити; 2) засновувати
institutionalize	1) інституціоналізувати, констатувати; 2) поміщати в установу закритого типу (спеціальну лікарню, реформаторій, в'язницю)

insurance	страхування
integrity	недоторканність, цілісність, повнота
intellectual property	інтелектуальна власність (поділяється на промислову власність (industrial property) й роботи, що охороняються авторським правом (copyrightable subject-matter))
intellectual property rights	права на інтелектуальну власність (загальні поняття, що охоплюють права на нематеріальну власність)
intended use	використання за призначенням
interest	1) зацікавленість; 2) важливість, значення; 3) частка; 4) відсотки (на капітал), дохід
interest group	група осіб, які мають спільні інтереси чи об'єднані спільними інтересами
intergovernmental organization	міжурядова організація
interim	проміжний, попередній
internal control	внутрішній контроль (засоби й методи забезпечення ефективної діяльності організації та збереження її активів, що використовуються керівництвом компанії)
international law	міжнародне право
International Monetary Fund	Міжнародний валютний фонд, (МВФ)
interrogation	допит (свідків і підозрюваних)
intervention	1) інтервенція, втручання; 2) посередництво; 3) валютна інтервенція
innovation	1) нововведення; 2) раціональна пропозиція

inventory	список, реєстр
investment fund	1) інвестиційний фонд (організація, що здійснює управління інвестиціями своїх вкладників (акціонерів); 2) фонд інвестицій [капіталовкладень] (пул грошових засобів, сформований з метою здійснення інвестиційної діяльності)
invoice	рахунок, фактура
to involve	1) залучати, включати; 2) включати в себе
involvement	залучення, участь (in; with)
issue	1) випуск, видання; 2) питання (проблема), спірне питання
to issue	1) видавати; 2) виписувати; 3) виставляти
to join	1) приєднувати(ся) 2) сполучати(ся) 3) становитися членом
judgment	1) присуджування; надання; 2) судження; 3) розсуд
in kind	натуральний (у формі товарів чи послуг, а не грошей)
to label	1) прикріплювати ярлик; 2) категоризувати, відносити до певної категорії; приклеювати (as)
labor (US) (labour (UK))	праця, робота
laborer	некваліфікований робітник
latitude	1) широта; 2) свобода, терпимість; 3) просторість
law	закон

to lay out the principles	викласти принципи
to lease	1) здавати в оренду; 2) брати в оренду
legal entity	юридична особа
legal recognition	судове зізнання
legal sense	юридичний смисл
legal system	1) правова система; 2) судова система
legal tender	законний платіжний засіб
legitimate	1) законний; 2) правильний
levy	1) збір; 2) податок; 3) стягання податків; 4) оподаткування
liabilities	борги, грошові зобов'язання, заборгованість
life expectancy	середня тривалість життя
to liquidate	1) ліквідувати (напр., підприємство); 2) частково виплатити борги; 3) сплатити борг
loan	позика, кредит
loss	збиток
Maastricht treaty	Маастрихтський договір (договір про створення Європейського Союзу, підписаний 7 лютого 1992 р., що являє собою розвиток й поглиблення положень Римського договору 1957 р.)
machinery	1) машинне обладнання, деталі машини; 2) механізм; 3) апарат (державний і т.ін.)
macroeconomics	макроекономіка
magnitude	1) величина, розміри;

	2) значення
mainstream	основне спрямування, головна лінія, керівна тенденція
management	1) керівництво; 2) адміністрація; 3) дирекція; 4) регулювання
mandatory	обов'язковий
manufacturer	1) фабрикант; 2) підприємець; 3) промисловець; 4) виробник
market place	1) ринок; 2) сфера торгівлі (галузь економічної діяльності, що характеризується купівлею-продажем товарів (послуг))
markup	1) націнка; 2) надбавка
means of payment	платіжні засоби
means of production	засоби виробництва
by means of	за допомогою
measure	1) міра, критерій; 2) масштаб; 3) ступінь; 4) границя; 5) захід, акція
medieval	середньовічний
to meet the needs	задовольняти вимогам
microeconomics	мікроекономіка
Middle East	Ближній Схід
militant	активіст, борець
minimum wage	мінімальна заробітна плата
ministerial meeting	нарада або зустріч на рівні міністрів

to misguide	1) неправильно направляти; 2) вводити в оману
to mitigate	пом'якшувати (строгість, суворість; покарання), стримувати, полегшувати (біль, страждання)
mixed economy	змішана економіка
monetary policy	грошово-кредитна [монетарна] політика (проводиться монетарною владою й пов'язана з управлінням динамікою грошової маси й відсотковими ставками)
monopoly	монополія
monopsony	монопсонія, монополія покупця
most favoured nation	найбільш сприятлива нація
movement of capital	обіг капіталу
multinational corporation	багатонаціональна корпорація
mutually beneficial	взаємовигідний
nation-state	державо-нація, національна держава
national market = domestic market	внутрішній ринок, національний ринок (ринок країни, в якій знаходиться виробник)
natural person	фізична особа (правове поняття, що відрізняє людину як суб'єкта права від іншої категорії суб'єктів права – юридичних осіб)
natural rate of unemployment	природний рівень безробіття
negotiating	ведення переговорів про купівлю-продаж
net loss	чисті збитки
net profit	чистий прибуток
non-profit organization	некомерційна організація
note	банківський білет, банкнота
notion	1) поняття, уявлення, ідея;

	2) погляд, точка зору, думка
novel	новий; оригінальний, нестандартний
objective	мета, задача, завдання
to obligate	зобов'язати
obligation	зобов'язання, борг, обов'язок
obtaining	досягнення
Ombudsman	омбудсмен (парламентський уповноважений з адміністративних питань, в коло його обов'язків входить розслідування скарг приватних осіб на роботу державних установ)
oppression	утиски
to ordain	встановлювати в законодавчому порядку
order	1) наказ; розпорядження; інструкція; команда; 2) фінансова вимога (виплати на підставі певного документа)
output	1) випуск; 2) продукція; 3) виробництво, добування; 4) продуктивність; 5) потужність, обсяг виробництва
outsider	стороння особа, яка не належить до певного кола
to overproduce	виготовляти товари в кількості, що перевершує попит, перевиробляти
to oversee	1) наглядати; 2) спостерігати (за)
to overstate	1) завищувати (ціни); 2) перебільшувати
oversupply	перепостачання
to overuse	надмірно, задовго використовувати, зловживати

to owe	1) бути винним, бути боржником; 2) бути зобов'язаним;
ownership	1) власність; 2) володіння; 3) право власності
to part	1) розділяти (ся), відділяти(ся); 2) віддавати; 3) розходитися
passage	1) прохід, проїзд; 2) шлях; 3) прийняття (закону)
patron	1) покровитель, патрон, шеф, глава, заступник, керівник; 2) постійний покупець, клієнт
pattern	1) зразок, приклад; 2) структура
to pay debts	виплатити борг, ліквідувати заборгованість
per annum	щорічно
perfect information	повна інформація
performance	результативність, продуктивність, ефективність результату
permanent damage	невідновні збитки
perpetrator	злочинець, зловмисник, правопорушник
perpetua	безстроковий, постійний
personal possessions	приватна власність
planned economy	планове господарство, планова економіка
plot	1) змова; 2) ділянка землі
plutocracy	плутократія (державний устрій, при якому влада формально й фактично належить багатим)
political freedom	політична свобода

Poll Tax per capita tax capitation tax	вибірний подушний податок
pollution	забруднення (оточуючого середовища)
pool	1) об'єднання; 2) загальний фонд; 3) пул (угода картельного типу між конкурентами)
poverty	бідність, убогість
in practice	1) на практиці, на ділі; 2) в дійсності
practitioner	практикуючий спеціаліст
precious	дорогоцінний, благородний
predecessor	попередник
predominant	переважний, домінуючий
price ceiling	обмеження цін, максимальна ціна (встановлена державою границя підвищення цін)
price floor	мінімальна ціна
private enterprise	приватне підприємництво
private property	приватна власність
privately owned	той, що знаходиться у приватній власності
privatization	приватизація, передача в приватну власність
proceeds	виручка, дохід
production	виробництво, виробнича діяльність, виготовлення
production level	рівень виробництва
productive capacity	продуктивність
to proffer	пред'являти, пред'явити, передавати (документ до суду)
progressive tax	прогресивний податок
progressive taxation	прогресивне оподаткування

prominent	1) видний; 2) видатний, визначний, непересічний; 3) відомий
to promote	1) висувати, просувати, заохочувати; 2) підвищувати в чині чи званні; 3) сприяти продажу якого-небудь товару
proper	1) властивий, притаманний; 2) правильний, належний
proponent	захисник, прибічник
proprietary	1) власницький; 2) приватний; 3) запатентований
to prosper	досягати успіхів, процвітати
provable	довідний, доказовий
to provide	забезпечувати (with), надавати;
public finance	держфінанси; держбюджет
public good	громадське добро
punishment	стягнення, покарання
purchase price	ціна купівлі, ціна на споживчі товари
to pursue	1) переслідувати (мету); 2) дотримуватися; 3) займатися чим-небудь, діяти (за планом); 4) продовжувати
pursuit	1) переслідування, гонитва; 2) пошуки; 3) прагнення
pursuit of profits	гонитва за прибутками
to qualify	1) кваліфікувати(ся); 2) готувати до діяльності; 3) визначати; 4) називати(ся); 5) робити(ся) правочинним
in question	те, про що йде мова

to raise	1) підвищувати (виробництво, ціни й т. ін.); 2) добувати; 3) збирати (податки)
to range	класифікувати, розподіляти за класами/категоріями, коливатися в межах
rate	1) розмір, норма, ставка, тариф, курс, ціна; 2) швидкість, темп; 3) пропорція, ступінь, відсоток, коефіцієнт, показник
rationale	обґрунтування
raw material(s)	сировина
realm	1) королівство, царство; 2) залузь, сфера
reasonable	1) розсудливий, розважливий; 2) справедливий; 3) помірний, недорогий, прийнятний, припустимий, допустимий
receipt	розписка, квитанція
records	документи, записи
to recover	1) відновлювати, оживляти; 2) стягати; 3) отримувати назад; 4) вертати; 5) інкасувати; 6) отримувати відшкодування (збитків)
Red Cross	Червоний Хрест (медична служба, організована згідно Женевською конвенцією 1864 р.)
redistribution	перерозподіл
to refer	1) відсилати, направляти, передавати на розгляд; 2) наводити довідки; 3) згадувати, згадати; 4) відноситися до когось

regime	режим, влада, система, устрій
regressive	регресивний
regulation	1) регулювання; регламентування; 2) норма; правило; постанова; інструкція
regulatory agencies	органи державного регулювання
to remedy	1) виправляти; 2) виліковувати; 3) відшкодовувати
to remit	1) пересилати, переводити поштою; 2) послабляти; 3) звільняти (від оплати); 4) пробачати; 5) відкладати, відкласти
to render	1) відплачувати, відплатити; 2) давати; 3) надавати (допомогу), сприяти; 4) представляти
to remunerate	винагороджувати, віддячувати, оплатити, компенсувати
requirement	1) вимога; 2) потреба; 3) витрати
to reside	1) проживати, жити, знаходитися (in, at); 2) бути властивим, притаманним (in)
resident	особа що постійно мешкає, житець
to resolve	1) розв'язувати (сумніви); 2) владнати; 3) приймати рішення, вирішувати (проблему)
retail distributor	роздрібний торговець
to retain	1) утримувати; 2) підтримувати; 3) зберігати
retaliatory measure	репресивні заходи

revenue	дохід, виручка; виторг
review	огляд, перевірка, ревізія
to review	1) передивлятися; 2) роздивлятися
reward	заохочення, винагорода
risk-taking	прийняття ризиків
rule of law	1) норма права, правова норма; 2) принцип панування права
ruling	1) керування; 2) постанова, рішення (суду)
sacred	священний, святий
sales representative	1) торговий представник; 2) агент з продажу товарів; 3) комісіонер
sales tax	податок з продажу (обігу)
to save	1) спасати, позбавляти; 2) економити; 3) зберігати (гроші)
savings	збереження
scarcity	недостача, дефіцит
scope	1) розмах; 2) сфера (діяльності); 3) межі; рамки, границі; 4) масштаб
self-interest	власна вигода, зацікавленість
self-supporting	1) самостійний, незалежний; 2) той, хто заробляє собі на життя
semiofficial	напівофіційний
signatory	сторона, яка підписалася
simultaneously	разом, одночасно
to skew	1) ухилятися; 2) перекоситися; 3) спотворювати

slavery	рабство
social setting	соціальні умови
socialism	соціалізм
sole proprietorship	індивідуальне приватне підприємство
solution	рішення (питання, проблеми)
sovereign state	суверенна держава
to split	1) розділяти (up); 2) розбивати
stagnant	1) застійний; 2) бездіяльний
stand	погляд, позиція, точка зору
standard of living	рівень життя
to start a business	відкривати справу
stock	запас, резерв, фонд; власність
stockholder	акціонер
success	вдача, успіх
successive	1) наступний; 2) послідовний; 3) проміжний
suicide bomber	терорист-смертник
supply and demand	пропозиція та попит
to surmise	підозрювати
to sustain	1) підтримувати, підкріпляти; 2) витримувати
to target	ставити за мету
tax	податок
tax-deductible	той, що вилючається з суми оподаткування
tax evader (evador (UK)	особа, яка ухиляється від сплати податків
tax fraud	податкове правопорушення
thereby	1) таким чином; 2) у зв'язку з цим
terrorist act	терористичний акт

totals	висновки
trade	1) торгівля; 2) заняття, ремесло; 3) угода; операція
transaction	угода; торгова операція
transborder data flow	потік даних через кордон держави (в міжнародних мережах передачі даних)
transfer	1) передача, передача у власність; 2) поступка (власності, права); 3) переказ (грошових сум); 4) перерахування
transferability	передаваність
treaty	договір, угода, конвенція
tribal	племінний, родовий
to turn down	відхиляти, відкидати, відкинути (пропозицію)
ultimately	у кінцевому підсумку, у кінці кінців
unanimity	одностайність
unavoidable	неминучий
uncollectible	безнадійний
undue influence	зловживання впливом, поганий вплив
unemployment	безробіття
unequivocal	недвозначний, певний, чіткий
uneven	1) непарний; 2) нерівний, нерівномірний
United Nations	Організація Об'єднаних Націй
universal suffrage	загальне виборче право
unjustifiably	невиправдано, незаконно
unlawful	беззаконний, незаконний, протизаконний, протиправовий, заборонений
untamed	дикий
usage	використання; вжиток; експлуатація
valuation	оцінка, визначення цінності, вартості
value	1) цінність;

	2) вартість, вартісний вираз, ціна; 3) валюта; 4) важливість; 5) значення
Value Added Tax (VAT)	податок на додану вартість (ПДВ) (непрямий податок, що накладається на вартість, додану на кожному етапі виробництва й обміну товарами і послугами, тобто з різниці між собівартістю товару чи послуги та вартістю ресурсів, використаних при виробництві цього товару чи наданні послуги)
vehicle	1) транспортний засіб; 2) засіб передачі, розповсюдження чого-небудь; посередник
vice versa	навпаки, протилежно
virtual	1) фактичний, дійовий; 2) віртуальний, можливий
voluntary	1) добровільний; 2) безоплатний; безплатний; дармовий (про роботу); 3) навмисний, умисний
vote	1) голосування; 2) голос; 3) право голосу; 4) вотум
wallet	гаманець
war crime	військовий злочин
welfare	1) добробут, достаток; 2) робота з покращення побуту, благодійність
wholesale distributor wholesaler	оптовик, оптовий торговець

to wind (wound, wound) up	ліквідувати, закрити (фірму)
withdrawal	1) відведення; зміщення; 2)вилучення; 3) відволікання, відхилення; 4) витрачання (грошей)
work force	робоча сила, робітники
World Bank	Міжнародний банк (назва банку International Bank for Reconstruction and Development, що наводиться в джерелах англійських та американських ЗМІ, міжурядова валютно-фінансова організація, створена в 1945 р. з метою довгострокового кредитування країн, що розвиваються; є спеціалізованою установою ООН)
world economy	світова економіка
World Trade Organization	Всесвітня торгова організація, в рамках якої діє низка багатосторонніх міжнародних договорів, що включають положення про охорону об'єктів промислової власності. Штаб-квартира в Женеві організована 01.01.1995 р..
worth	вартість, цінність, ціна
written statement	письмова заява

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